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CBS PROGRAM BOOK · JANUARY, 1941

CBS Church of the Air

—tenth year *(see page 21)*

JANUARY, 1941

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THE COLUMBIA PROGRAM BOOK

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AFFILIATED PRODUCTS, INC. *(413th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 42 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(128th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon. thru Fri. 6:05–6:15 p.m. 45 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(244th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra. Barry Wood, Bea Wain. Hit Paraders Chorus Broadcast from military training camps featuring Jerry Lester. Dean Janis, Floria Vestoff. Gali Gali, and name band-of-the-week.	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 104 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(195th Week on CBS)* **Our Gal, Sunday** *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 43 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert. Inc.*
BAYER COMPANY *(275th Week on CBS)* **Second Husband** with Helen Menken. presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 73 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
THE BEST FOODS, INC. *(69th Week on CBS)* **We the Abbotts** *Serial drama*	Mon. thru Fri. 4:15–4:30 p.m. *Rebroadcast* *7:15–7:30 p.m.* 58 CBS stations ORIGINATES: WABC	Nucoa, Margarine, Hellman's Mayonnaise *Benton & Bowles, Inc.*
BOWEY'S, INC. *(84th Week on CBS)* **News and Rhythm** with Dale Evans, vocalist. Todd Hunter, news commentator. Tommy Bartlett, Dari-Rich Orchestra	Sunday 11:05–11:30 a.m. *Rebroadcast* *2:35–3:00 p.m.* 32 CBS stations ORIGINATES: WBBM	Dari-Rich Products *Sorensen & Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ROWN & WILLIAMSON TOBACCO ORPORATION *19th Week on CBS)* **Paul Sullivan Reviews the News**	Mon. thru Thurs. 6:30–6:45 p.m. *Rebroadcast* *1:00–1:15 a.m.* 130 CBS stations ORIGINATES: WHAS	Raleigh Cigarettes *Batten, Barton, Durstine & Osborn, Inc.*
LIFORNIA FRUIT GROWERS CHANGE *th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 42 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
MPANA SALES COMPANY *2nd Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Tuesday 8:30–8:55 p.m. 55 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
MPBELL SOUP COMPANY *7th Week on CBS)* **Campbell Playhouse** with guest stars	Friday 9:30–10:00 p.m. 63 CBS stations ORIGINATES: WABC	Campbell's Soups *Ward Wheelock Company*
Charlie and Jessie *Serial drama*	Mon., Wed., Fri. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 53 CBS stations ORIGINATES: WABC	Campbell's Tomato Juice *Ward Wheelock Company*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 60 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*
Martha Webster with Bess Flynn *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 57 CBS stations ORIGINATES: WABC	
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *Continued* **Lanny Ross** *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 57 CBS stations ORIGINATES: WABC	Franco-American Macaroni and Spaghet *Ruthrauff & Ryan.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(113th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 64 CBS stations ORIGINATES: WABC THRU JANUARY 29	Vaseline Preparations *McCann-Erickson. I*
CHRYSLER CORPORATION *(252nd Week on CBS)* **Major Bowes'** **Original Amateur Hour**	Thursday 9:00–10:00 p.m. 85 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler *Ruthrauff & Ryan,*
COCA-COLA COMPANY *(72nd Week on CBS)* **Pause That Refreshes** **On the Air** with Andre Kostelanetz and his 45-piece orchestra. Albert Spalding, and guest soloists	Sunday 4:30–5:00 p.m. 99 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(260th Week on CBS)* **Colgate Ask-It-Basket** with Ed East *Variety-quiz program*	Thursday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 68 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
City Desk *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *12:00–12:25 a.m.* 68 CBS stations ORIGINATES: WABC	Palmolive Shave Crea Palmolive Brushless Sh *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:15–11:00 a.m. 63 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marque Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 81 CBS stations ORIGINATES: WABC	New Concentrated Sup Suds Super Suds *Sherman & Marque Inc*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OLGATE-PALMOLIVE-PEET OMPANY *ntinued*		
Hilltop House starring Bess Johnson *Serial drama*	Mon. thru Fri. 4:30–4:45 p.m. 81 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
Wayne King's Orchestra with Buddy Clark *Music* (This series ends January 25)	Saturday 8:30–8:55 p.m. 66 CBS stations 29 CBC stations ORIGINATES: WBBM	Cashmere Bouquet Products Halo *Sherman & Marquette, Inc.*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:45–5:00 p.m.* 49 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
OMMERCIAL CREDIT COMPANY *1st Week on CBS)*		
Bob Trout *News*	Mon., Wed., Fri. 6:00–6:05 p.m. *Rebroadcasts 11:00–11:05 p.m. 11:55–12 mid. Saturday 10:30–10:35 p.m.* 64 CBS stations ORIGINATES: WABC	Automobile Finance Service *O'Dea, Sheldon & Canaday, Inc.*
ONTINENTAL BAKING CO., INC. *13th Week on CBS)*		
Your Marriage Club with Haven MacQuarrie *Quiz*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 48 CBS stations ORIGINATES: WABC	Wonder Bread *Ted Bates, Inc.*
IE CUDAHY PACKING COMPANY *14th Week on CBS)*		
Bachelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Blackett-Sample-Hummert, Inc.*
RTISS CANDY COMPANY *5th Week on CBS)*		
News with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 38 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
OUBLEMINT GUM *46th Week on CBS)*		
Melody Ranch with Gene Autry *Western dramatic series*	Sunday 6:30–7:00 p.m. 68 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
EVERSHARP, INC. *(66th Week on CBS)* **Take It or Leave It** with Bob Hawk, MC, David Ross *Quiz*	Sunday 10:00–10:30 p.m. 58 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pe *The Biow Company*
FLORIDA CITRUS COMMISSION *(45th Week on CBS)* **Mary Margaret McBride** *Talks*	Mon. thru Fri. 3:00–3:15 p.m. 39 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit *Arthur Kudner, Inc.*
FORD MOTOR COMPANY *(351st Week on CBS)* **Sunday Evening Hour** Ford Symphony Orchestra and Chorus, guest conductors, and solists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 56 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury *McCann-Erickson, I*
GENERAL FOODS CORPORATION *(293rd Week on CBS)* **We, the People** with Gabriel Heatter, Harry von Zell and guests *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 81 CBS stations ORIGINATES: WABC	Sanka *Young & Rubicam, I*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus, Andre Baruch, Charlie Cantor and Minerva Pious *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12:00–12:55 a.m.* 84 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam, I*
Kate Smith Speaks; News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 68 CBS stations ORIGINATES: WABC	Swansdown Cake Flour *Young & Rubicam, I* Diamond Crystal Salt *Benton & Bowles, I*
Home of the Brave *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 82 CBS stations ORIGINATES: WABC	Calumet Baking Powde Swansdown Cake Flou *Young & Rubicam, I*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
NERAL FOODS CORPORATION *ntinued*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast 6:30–6:45 p.m.* 52 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca *Young & Rubicam, Inc.*
Joyce Jordan, Girl Interne *Serial drama*		
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 6:00–6:15 p.m.* 71 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 4:45–5:00 p.m. *Rebroadcast 3:30–3:45 p.m.* 43 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
Portia Faces Life *Serial drama*	Mon. thru Fri. 4:00–4:15 p.m. 83 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
NERAL MILLS, INC. *25th Week on CBS)*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast 11:45 a.m.–12:00 noon* 39 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
By Kathleen Norris *Dramatization of her novels*		
LLETTE SAFETY RAZOR COMPANY *5th Week on CBS)*	Tues., Fri. 8:55–9:00 p.m. 57 CBS stations ORIGINATES: WABC	Gillette Shaving Cream, Safety Razors and Blades *Maxon, Inc.*
Elmer Davis *News*		
Orange Bowl Game— Georgetown vs. Mississippi State *Play-by-play account by Ted Husing*	Wed., Jan. 1 2:00–4:30 p.m. 71 CBS stations ORIGINATES: MIAMI	
LF OIL CORPORATION *50th Week on CBS)*	Sunday 7:30–8:00 p.m. 75 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's Orchestra, John Heistand		
TERNATIONAL SILVER COMPANY *47th Week on CBS)*	Sunday 6:00–6:30 p.m. 56 CBS stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
IRONIZED YEAST CO., INC. *(67th Week on CBS)* **Court of Missing Heirs** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, In*
LADY ESTHER, LTD. *(369th Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Monday 10:00–10:30 p.m. 63 CBS stations ORIGINATES: WABC	Face Powder, Face Crean Rouge. Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(283rd Week on CBS)* **Lux Radio Theatre** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 65 CBS stations 29 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *9:30–10:00 p.m.* 73 CBS stations 30 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, In*
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 63 CBS stations ORIGINATES: WABC	Lifebuoy *William Esty & Company, Inc.*
Big Sister with Alice Frost, Martin Gabel *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 73 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, In*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast* *2:15–2:30 p.m.* 61 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, In*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BBEY-OWENS-FORD GLASS MPANY *5th Week on CBS)* **Design for Happiness** with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon, and guest soloists *Symphonic music*	Sunday 5:00–5:30 p.m. 75 CBS stations ORIGINATES: WBBM	Flat glass products *United States Advertising Corporation*
GGETT & MYERS TOBACCO OMPANY *17th Week on CBS)* **Glenn Miller and His Orchestra** with Marion Hutton, Ray Eberle	Tues., Wed., Thurs. 10:00–10:15 p.m. 97 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
Professor Quiz with Bob Trout *Questions and answers*	Tuesday 9:30–10:00 p.m. 68 CBS stations ORIGINATES: WABC	Velvet Pipe and Cigarette Tobacco *Newell-Emmett Co., Inc.*
IOMAS J. LIPTON, INC. *5th Week on CBS)* **Helen Hayes Theater** starring Helen Hayes, with Mark Warnow's Orchestra, and George Bryan	Sunday 8:00–8:30 p.m. *Rebroadcast* *10:30–11:00 p.m.* 92 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
IENNEN COMPANY *0th Week on CBS)* **Colonel Stoopnagle's Quixie-Doodles** *Comedy and quiz*	Sunday 5:30–6:00 p.m. 45 CBS stations ORIGINATES: WABC	Mennen Shave Products *H. M. Kiesewetter Advertising Agency, Inc.*
ENN TOBACCO COMPANY *6th Week on CBS)* **Vox Pop** Parks and Wally *Interviews*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: ON TOUR	Kentucky Club Pipe Tobacco *Ruthrauff & Ryan, Inc.*
ET MILK SALES CORPORATION *72nd Week on CBS)* **Saturday Night Serenade** Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 55 CBS stations ORIGINATES: WABC	Pet Evaporated Milk *Gardner Advertising Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PET MILK SALES CORPORATION *Continued*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast 1:45–2:00 p.m.* 66 CBS stations ORIGINATES: KMOX	Pet Evaporated Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*		
PHILIP MORRIS & COMPANY, LTD. *(230th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast 11:30–12:00 p.m.* 78 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, I*
Johnny Presents Ray Block's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Swing 14 Chorus *Musical variety and dramatic interlude*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast 11:00–11:25 p.m.* 69 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(323rd Week on CBS)*	Monday 8:00–8:30 p.m. *Rebroadcast 12:00–12:30 a.m.* 69 CBS stations ORIGINATES: KNX	Teel Drene *H. W. Kastor & Sons*
Those We Love with Nan Grey, Donald Woods, Richard Cromwell *Drama*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. *Rebroadcast 11:30–11:45 a.m.* 24 CBS stations ORIGINATES: WABC	Oxydol *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 17 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 37 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 31 CBS stations ORIGINATES: WBBM	Camay *Pedlar & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
IE PROCTER & GAMBLE CO. *ntinued*	Mon. thru Fri. 1:30–1:45 p.m. 40 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Right to Happiness *Serial drama*		
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 26 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
RUDENTIAL INSURANCE COMPANY F AMERICA *4th Week on CBS)*	Mon. thru Fri. 12:15–12:30 p.m. 51 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
When a Girl Marries *Serial drama*		
J. REYNOLDS TOBACCO OMPANY *00th Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 59 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
Al Pearce and His Gang with Margaret Brayton, Artie Auerbach, Arthur Q. Bryan, Carl Hoff and His Orchestra, and guests *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 82 CBS stations ORIGINATES: KNX	
PEARMINT GUM *15th Week on CBS)*	Mon. thru Fri. 5:45–6:00 p.m. 78 CBS stations ORIGINATES: WBBM	Spearmint Gum *Neisser Meyerhoff, Inc.*
Scattergood Baines *Serial drama*		
. R. SQUIBB & SONS *6th Week on CBS)*	Mon. thru Fri. 3:15–3:30 p.m. 42 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
Golden Treasury of Song with Jan Peerce *Musical*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
TEXAS COMPANY *(188th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players", Martin Singers *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 87 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(292nd Week on CBS)* **Pipe Smoking Time** with Arthur Fields, Fred Hall, and Edward Roecker	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 55 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacc *Arthur Kudner, Inc.*
COLUMBIA PACIFIC NETWORK		
BATHASWEET CORPORATION *(65th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
COLONIAL DAMES, INC. *(56th Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 9:55–10:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser Advertising Agency*
GENERAL FOODS CORPORATION *(293rd Week on CBS)* **Second Wife** *Dramatic Serial*	Mon. thru Fri. 4:00–4:15 p.m. PST ORIGINATES: KNX	Postum *Young & Rubicam, I*
P. LORILLARD COMPANY *(240th Week on CBS)* **Talk Your Way Out of This One** **Don't Be Personal**	Friday 6:00–6:15 p.m. PST ORIGINATES: KNX Wednesday 6:00–6:15 p.m. PST ORIGINATES: KNX	Sensation Cigarettes *Lennen & Mitchell, I*
LOS ANGELES SOAP COMPANY *(66th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 2:30–2:45 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Knox-Manning, Inc*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LUDEN'S, INC. *(54th Week on CBS)* **Elmer Davis** *News*	Tues., Fri. 5:55–6:00 p.m. PST ORIGINATES: WABC	Menthol Cough Drops *J. M. Mathes, Inc.*
THE MENNEN COMPANY *(90th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream *H. M. Kiesewetter Advertising Agency*
PETER PAUL, INC. *(25th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(13th Week on CBS)* **What's On Your Mind?**	Thursday 7:15–7:45 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan Co.*
SMITH BROTHERS *(52nd Week on CBS)* **Knox Manning** *News*	Sunday 8:25–8:30 p.m. PST Mon., Tues., Thurs. 9:30–9:35 p.m. PST ORIGINATES: KNX	Cough Drops *J. D. Tarcher & Company*
BREAKFAST CLUB COFFEE, INC. (Beginning January 7) **Voice of Friendship** with Rita Murray	Tues., Thurs. 7:45–8:00 a.m. ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*
AMERICAN CHICLE COMPANY *(18th Week on CBS)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
BARBASOL COMPANY *(14th Week on WABC)* **Sports News** with Mel Allen	Tues., Thurs. 6:00–6:05 p.m. Saturday 5:55–6:00 p.m.	Barbasol Shaving Cream *Erwin, Wasey & Co., Inc.*
BATHASWEET CORPORATION *(8th Week on WABC)* **Ted Steele and his Novachord**	Tuesday 6:15–6:30 p.m.	"Bathasweet" Toilet Goods *H. M. Kiesewetter Advertising Agency, Inc.*

COLUMBIA PACIFIC NETWORK
Continued

WABC SPONSORED PROGRAMS

WABC SPONSORED PROGRAMS
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOSCO, INC. *(45th Week on WABC)* **News of the World** with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Tues., Thurs. 10:45–11:00 p.m.	"Bosco" Milk Amplifier *Kenyon & Eckhardt, Inc.*
BULOVA WATCH COMPANY *(593rd Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
CHILDS COMPANY *(11th Week on WABC)* **Morning Almanac** with Phil Cook	Mon., Wed., Fri. 7:30–7:45 a.m.	Childs Restaurants *Geyer, Cornell & Newell, Inc.*
DREZMA, INC. *(9th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues. and Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Lynn Baker Company*
FEDERAL SAVINGS & LOAN ASSOCIATION **The March Through Life**	Monday 10:30–10:45 p.m.	Savings Accounts and Home Loans *Heffelfinger Agency*
GROVE LABORATORIES, INC. *(14th Week on WABC)* **Odd Side of the News**	Mon., Wed., Fri. 8:25–8:30 a.m.	Bromo Quinine Cold Tablets *J. Walter Thompson Company*
KRUG BAKING COMPANY *(54th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley	Friday 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
LUDEN'S, INC.* *(13th Week on WABC)* **News of the World** with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Mon., Wed. 10:45–11:00 p.m.	Luden's Menthol Cough Drops *J. M. Mathes, Inc.*

**In addition to number of weeks in which the client has used CBS Network facilities.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
MELVILLE SHOE COMPANY *(11th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
DR. MILES LABORATORIES, INC. *(4th Week on WABC)* **Afternoon News**	Mon. thru Fri. 3:55–4:00 p.m. Saturday 3:30–3:35 p.m.	Alka-Seltzer and One-A-Day Vitamins *Wade Advertising Agency*
C. F. MUELLER COMPANY **Morning News**	Mon. thru Fri. 9:00–9:15 a.m.	Mueller's Macaroni Products *Kenyon & Eckhardt, Inc.*
NEW YORK STATE BUREAU OF MILK PUBLICITY *(16th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley	Tuesday 8:45–9:00 a.m.	Milk Publicity *J. M. Mathes, Inc.*
PETER PAUL COMPANY* *(43rd Week on WABC)* **Early Riser's News**	Mon., Wed., Fri. 6:30–6:35 a.m.	Mounds *Platt-Forbes, Inc.*
SMITH BROTHERS **Morning Almanac** with Phil Cook	Tues., Thurs., Sat. 7:30–7:45 a.m.	"S. B." Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
VICK CHEMICAL COMPANY *(13th Week on WABC)* **Rising Son** with Larry Elliott *Announcements*	Mon., Wed., Fri. 6:35–7:00 a.m.	Vick's Menthol Cough Drops *Morse International, Inc.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS . . . . . *Page 18*
2. PUBLIC AFFAIRS . . . . . *Page 19*
3. SPECIAL EVENTS . . . . . *Page 20*
4. DRAMATIC SERIES . . . . . *Page 20*
5. RELIGIOUS BROADCASTS . . . . . *Page 21*
6. SERIOUS MUSIC . . . . . *Page 22*
7. EDUCATIONAL PROGRAMS . . . . . *Page 23*
8. VARIETY PROGRAMS . . . . . *Page 26*
9. PERSONALITIES . . . . . *Page 26*
10. CHILDREN'S PROGRAMS . . . . . *Page 27*
11. LIGHT MUSIC . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: DECEMBER PROGRAMS . . . . . *Page 29*

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Larry Leseur from London; Harry W. Flannery from Berlin; Cecil Brown from Rome; Leigh White from Budapest; Betty Wason from Athens; Winston Burdette from Belgrade; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. E. Eliot, Eric Sevareid, William L. Shirer, Spencer Williams, Paul Sullivan from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., 7:00–7:30 p.m., SUNDAY, 10:45–11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight, 12:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:00, 11:00 a.m., 3:55, 6:00 p.m., 12:00 midnight, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m. 12:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55–9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05–6:15 p.m., SATURDAY; Elmer Davis, 6:30–6:45 p.m., SATURDAY; Paul Sullivan, 6:30–6:45 p.m., FRIDAY.

Headlines and Bylines

11:00–11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

	PROGRAM AND TIME	DESCRIPTION
NEWS BROADCASTS	**News from All the Americas** 2:00–2:15 p.m. SATURDAY, JANUARY 4 4:45–5:00 p.m. EACH SATURDAY	With the expansion of Columbia's "American School of the Air" to South and Central America and the formation of a Latin-American Network, CBS takes another step toward inter-American unity and friendship in this new series of news roundups from the important Latin American capitals.
PUBLIC AFFAIRS	**Report to the Nation** 6:00–6:30 p.m. EACH SATURDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in handling a problem or event rich with public interest. The series originates in Washington and is producted by Brewster Morgan.
	Inauguration of The President MONDAY, JANUARY 20	CBS reporters bring an immediate description of the third inauguration of Franklin D. Roosevelt as President of the United States. Albert Warner and Elmer Davis are the leaders of a large staff of reporters who give a vivid account of the historical ceremony.
	New Congress 4:00–5:00 p.m. SATURDAY, JANUARY 4	Albert Warner conducts this hour-long broadcast of interviews with new members of Congress, which convenes once more on January 4. Warner quizzes the newly-elected Senators and Representatives on their stand on current problems and on the directions they expect Congressional legislation this year.
	John R. Steelman 5:30–5:45 p.m. WEDNESDAY, JANUARY 1	John R. Steelman, director of conciliation, United States Department of Labor, speaks on "Methods and Objectives of Conciliation Conferences in the Promotion of Industrial Peace." His talk, which originates at the studios of WJSV, Washington, is under the auspices of the National Association of Teachers of Speech, who are currently holding their annual convention in Washington.

PROGRAM AND TIME	DESCRIPTION	
Securities Markets 10:15–10:30 p.m. SATURDAY, JANUARY 4	Jerome Frank, chairman of the S.E.C., Kenneth Hogate, publisher of the Wall Street Journal, and E. A. Pierce of a prominent stock exchange firm join in a discussion of government regulation of the securities markets.	**PUBLIC AFFAIRS**
Representative Wadsworth 2:00–2:30 p.m. SATURDAY, JANUARY 18	Representative James W. Wadsworth, Jr., speaks on "A Challenge to Courageous Citizenship," from a luncheon of the Women's National Republican Club.	
Talks 10:15–10:30 p.m. EACH WEDNESDAY AND SATURDAY 10:00–10:15 p.m. EACH FRIDAY	Columbia has set aside three broadcast periods a week for talks on public affairs and for special addresses. Included in the series are many prominent Senators and Representatives.	
Sports-Time 11:00–11:15 p.m. MONDAY THROUGH SATURDAY	"Sports-Time" presents news and features from every field of sport—from baseball to chess, football to yachting. Ted Husing, Mel Allen, and Warren Sweeney are among the "Sports-Time" reporters.	**SPECIAL EVENTS**
Columbia Workshop 10:30–11:00 p.m. EACH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. In its fourth year, the Workshop continues to present unusual dramas which employ the most recent broadcasting techniques. Davidson Taylor, who supervises production of the plays, announces that in January opportunities are to be given to a number of young writers and directors who have never been represented on the Workshop before. First of these, on January 5, is "Love in Thirty Two Bars," with script and music by Perry Lafferty.	**DRAMATIC SERIES**
"Honest Abe" 9:30–10:00 a.m. EACH SATURDAY	This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone.	

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In January: JANUARY 5: *Morning:* Rev. Allan Knight Chalmers, Broadway Tabernacle, New York City. *Afternoon:* Frederick M. Smith, president, Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo. JANUARY 12: *Morning:* Mr. John Randall Dunn, former First Reader, First Church of Christ Scientist, Boston. *Afternoon:* The Very Rev. Terence S. McDermott, O.P., Provincial of St. Joseph's Province, New York City. JANUARY 19: *Morning:* Rev. Henry G. Smith, D.D., Calvary Baptist Church, Denver, Colo. *Afternoon:* Rabbi William H. Fineshriber, D.D., Reform Congregation Keneseth Israel, Philadelphia. JANUARY 26: *Morning:* Rev. Dr. H. Ray Anderson, Fourth Presbyterian Church, Chicago. *Afternoon:* The Very Rev. Msgr. Edward A. Freking, Editor, Catholic Telegraph-Register, Cincinnati.
Wings Over Jordan 9:30–10:00 a.m. EACH SUNDAY	This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices. JANUARY 5: Judge Myles A. Paige, Brooklyn, N. Y. JANUARY 12: The Honorable John W. Bricker, Governor of Ohio. JANUARY 19: Dr. Harvard D. Gregg, president, Edwin Water College, Jacksonville, Fla. JANUARY 26: Rev. C. Leroy Hacher, Bethune Cookman College, Daytona Beach, Fla.

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra 2:00–4:30 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting exclusively on CBS. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra. Dimitri Mitropoulos is guest conductor of the first two concerts in January. Deems Taylor is again intermission commentator. From Carnegie Hall in January: JANUARY 5: *Castelnuovo-Tedesco:* Overture. "The Merchant of Venice;" *Reger:* Four Tone Poems after Pictures by Arnold Boecklin: *Liszt:* Concerto in E-flat Major, for Piano and Orchestra, No. 1. DALIES FRANTZ, pianist; *Ravel:* Rhapsodie Espagnole. JANUARY 12: *Beethoven:* Overture to "Leonore," No. 2: *Schumann:* Symphony in C Major, No. 2: *Roussel:* Symphony in G Minor, No. 2. JANUARY 19: To Be Announced. JANUARY 26: To Be Announced.
Philharmonic Young People's Concert 11:05 a.m.–12:15 p.m. SATURDAY, JANUARY 11	The Philharmonic-Symphony Orchestra of New York presents one concert a month especially designed for young people. Rudolph Ganz conducts, and the January 11 program is devoted to the concerto. Scheduled on the broadcast are concerti by Handel, Mozart, Mendelssohn, and Grieg, as well as "Where e'er you walk" and Saint-Saëns' "Marche Militaire Francaise." Soloists include John Amans, flautist, Theodore Cella, harpist, David Nadien, violinist, and Valdine Conde, pianist.
Genevieve Rowe 6:15–6:30 p.m. EACH WEDNESDAY	Each Wednesday evening Genevieve Rowe, CBS soprano, is accompanied by the Columbia Concert Orchestra in a program of songs and operatic selections.
Clyde Barrie 9:15–9:30 a.m. EACH SUNDAY	Clyde Barrie, distinguished Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	**Cincinnati Conservatory of Music** 11:15 a.m.–12 noon SATURDAY, JANUARY 4, 18, 25	The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists. JANUARY 4: *Brahms:* First Piano Quartet in G Minor, KARIN DAYAS, pianist; HOWARD COLF, violinist; MIHAIL STOLAREVSKY, violist; ARTHUR BOWEN, 'cellist; *Brahms:* Sonata for 'Cello and Piano in E Minor, ARTHUR BOWEN, 'cellist; KARIN DAYAS, pianist.
	Columbia Concert Orchestra 5:15–5:45 p.m. MONDAY, TUESDAY, WEDNESDAY, AND FRIDAY	The winter schedule for the Columbia Concert Orchestra includes several half-hour broadcasts of symphonic music each week. The orchestra is directed Monday and Wednesday by Howard Barlow, Tuesday and Friday by Victor Bay.
	Hall of Song 9:45–10:15 p.m. EACH SATURDAY	Genevieve Rowe and Charles Carlisle are heard in this new series of song. They are accompanied by the Columbia Concert Orchestra, conducted by Howard Barlow.
	Yella Pessl VARIOUS HOURS	Yella Pessl, one of the foremost performers on the harpsichord, is heard in four broadcasts a week principally of seventeenth and eighteenth century compositions.
EDUCATIONAL PROGRAMS	**Bull Session** 4:00–4:30 p.m. EACH SATURDAY	"Bull Session," Columbia's student forum on current events, has returned to the air for a new series.
	Exploring Space 3:45–3:55 p.m. EACH FRIDAY	This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

PROGRAM AND TIME	DESCRIPTION
American School of the Air 9:15–9:45 a.m. (Eastern Time Zone) 12:30–2:55 p.m. (Central Time Zone) 9:30–10:00 a.m. (Mountain Time Zone) 12:00–2:30 p.m. (Pacific Time Zone) MONDAY THRU FRIDAY	The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series. MONDAYS—*Americans at Work* JANUARY 6: Nuts. JANUARY 13: Bananas. JANUARY 20: Grain. JANUARY 27: Sugar. TUESDAYS—*Wellsprings of Music* JANUARY 7: British Ballads in America. JANUARY 14: The Composer Looks Abroad. JANUARY 21: Voyageur Songs. JANUARY 28: French-Canadian Music. WEDNESDAYS—*New Horizons.* JANUARY 8: Monument to the Might of Water. JANUARY 15: Stronghold of the Buccaneers. JANUARY 22: River of Magnificent Mystery. JANUARY 29: Starving Time on the James. THURSDAYS—*Tales from Far and Near* JANUARY 9: Traplines North. JANUARY 16: Meggy MacIntosh. JANUARY 23: Aztec Drums. JANUARY 30: Rebecca of Sunnybrook Farm. FRIDAYS—*This Living World* JANUARY 10: Agriculture and the Young Farmer. JANUARY 17: Self Sufficiency versus Trade Expansion. JANUARY 24: America Trades Abroad. JANUARY 31: Trade Agreements.
Adventures in Science 3:45–3:55 p.m. EACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
Of Men and Books 1:00–1:15 p.m. EACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Invitation to Learning 10:15–10:45 p.m. EACH TUESDAY	This new series invites listeners to read or re-read the world's great books. On each program outstanding scholars discuss famous books—emphasizing their living quality. Huntington Cairns, Allen Tate, and Mark Van Doren are the regular participants, and guests occasionally discuss the books with them.
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.
Children Also Are People 3:45–3:55 p.m. EACH MONDAY AND WEDNESDAY	CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.
Columbia's Country Journal 12:00–12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.
Highways to Health 1:15–1:30 p.m. EACH SATURDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

PROGRAM AND TIME	DESCRIPTION	
low Gently Sweet Rhythm :35–3:00 p.m. ACH SUNDAY	Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.	VARIETY
Singing Bee" 0:00–10:30 a.m. ACH SATURDAY	Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.	
ack Where I Come From 0:30–10:45 p.m. ACH MONDAY, EDNESDAY AND FRIDAY	Burl Ives and the Golden Gate Quartet are featured in this program of American folk music and folk humor, directed by Nicholas Ray.	PERSONALITIES
Friend in Deed :30–3:15 p.m. ONDAY THRU FRIDAY	Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.	
ajor Bowes' Family 1:30–12:30 p.m. ACH SUNDAY	Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.	
utdoors with Bob Edge :15–6:30 p.m. ACH THURSDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.	
he Old Dirt-Dobber 0:30–11 a.m. ACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.	

	PROGRAM AND TIME	DESCRIPTIO
CHILDREN'S PROGRAMS	**Let's Pretend** 12:30–1:00 p.m. EACH SATURDAY	This series, which dramatizes the world greatest fairy tales, has won more awards tha any other children's program. Directed b Nila Mack and presented by a cast of chil actors, "Let's Pretend" has already in 194 won the Radio Daily Award as the best chi dren's program on the air, the Scripps-Howar nationwide poll of radio editors, and th Women's National Radio Committee Award
	"March of Games" 1:30–2:00 p.m. EACH SUNDAY	Children who like asking questions and thos who like answering get a chance on this qui program originated by Natalie Purvin Prager Nila Mack directing. Arthur Ross is MC; Sybi Trent, 12, is "Miss Drum Major."
LIGHT MUSIC	**CBS Vocalists** VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal pro grams includes many young singers of popu lar songs in many styles and interpretations Among the current vocalists are: Burl Ives — Jack Leonard Genevieve Rowe
	Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Eacl group has a distinctive vocal style and is a CBS favorite.
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a ful schedule of current hits and old favorites t Columbia listeners each evening. These to ranking bands are scheduled for January: Bill Carlsen — Joey Kearns Eddie Duchin — Clyde Lucas George Hamilton — Jose Morand Everett Hoagland — Dick Stabile Sammy Kaye — Jack Teagarden

PROGRAM AND TIME	DESCRIPTION
:BS SHORT WAVE 3ROADCAST SCHEDULE 'O EUROPE AND OUTH AMERICA	Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.
Iews Broadcasts In English) 0:15–10:30, 11:30–11:45 a.m. :30–1:45, 5:45–6:00, :30–6:45 p.m. IONDAY THRU FRIDAY In Italian, German, French, 'olish) 2:00 noon-1 p.m., 4:30–5:30 p.m. IONDAY THRU SUNDAY	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.
Iollywood News IONDAY, 2:45–3:00 p.m. HURSDAY, 7:45–8:00 p.m. IONDAY, 7:45–8:00 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.
Iews in Spanish 0:00–10:05 p.m. ONDAY THRU SUNDAY :45–7:00 p.m. NDAY THRU FRIDAY :00–7:15 p.m., SAT. (WCBX) 2:30–12:45 p.m., 2:30–2:45 p.m. :45–6:00 p.m. IONDAY THRU FRIDAY (WCAB)	World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).
Iews in Portuguese :15–7:30 p.m. IONDAY THRU FRIDAY	Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.
:armen Castelo's American 'ravelogues in Spanish IRST WEDNESDAY OF EACH IONTH, 8–8:15 p.m.	Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.
:ultural News in Spanish RIDAY, 9:00–9:15 p.m.	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.
:armen Castelo's Broadway 'olumn in Spanish RIDAY, 7:30–7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

SPECIAL CBS BROADCASTS TO EUROPE

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

ADDENDA: DECEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of December programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

CHRISTMAS PROGRAMS

DECEMBER 22: Her Royal Highness, Princess Mary, sister of King George VI, was heard in a special trans-Atlantic broadcast arranged under the auspices of the Girl Scouts of America. The Princess Royal, president of the Girl Guides of Great Britain, heard Betty Bredon of the Girl Scouts tell of gifts they presented to the Girl Guides. 10:45–11 a.m.

DECEMBER 23: Spiritual leaders of the great faiths in the United States joined in a program called "Among Men of Good Will," arranged under auspices of the National Conference of Christians and Jews. The speakers were the Right Rev. James E. Freeman, D.D., Episcopal Bishop of Washington, the Rev. Dr. Maurice S. Sheehy of the Catholic University of America, and Rabbi Edward L. Israel, Ll.D., of the Congregation Har Sinai, Baltimore. 5:30–5:45 p.m.

DECEMBER 24: President Roosevelt's Yuletide greetings to the nation were broadcast over CBS from the 18th annual community Christmas tree-lighting ceremonies in Washington. 5–5:30 p.m.

DECEMBER 24: Milo J. Warner, national commander of the American Legion, was heard over CBS in a Christmas message. 5:30–5:45 p.m.

DECEMBER 24: Columbia broadcast a special program, called "Christmas in the New World," with pickups from Buenos Aires, Montreal, Rio de Janeiro, and New York City, 11–11:30 p.m.

DECEMBER 25: King George VI's Christmas message to his empire climaxed a seventy-minute broadcast portraying "Christmas Under Fire." Pickups from war-torn Coventry, from a flying boat on patrol, from Palestine, and from Cairo were included on the broadcast. 8–9:10 a.m.

DECEMBER 25: CBS and the British Broadcasting Corporation joined in a cheerful Yuletide "Boomerang" program. Oliver Wakefield broadcast from England, as well as the Sid Phillips Quintet and Geraldo's Orchestra, while Colonel Stoopnagle, Lanny Ross, and Benny Goodman broadcast from the United States. 3:30–4 p.m.

DECEMBER 25: Eamon de Valera, American-born prime minister of Eire, extended Christmas greetings to the United States in a special CBS broadcast from Dublin. 5:30–5:45 p.m.

DECEMBER 25: Lum and Abner, familiar adio figures, were heard in a Christmas roadcast from Hollywood, 10:15–10:30 .m.

DECEMBER 25: CBS presented an original lay by William Saroyan, "Christmas in merica," as part of Columbia's Christmas aravan. Norman Corwin produced the play nd Betzy Tuthill directed. 11:05–11:30 p.m.

UBLIC AFFAIRS

DECEMBER 4: Senator Rush D. Holt, emocrat of West Virginia, assailed what he alled "America's War Hawks" in a special BS broadcast, 10:15–10:30 p.m.

DECEMBER 7: Representative John Grant lexander, Republican of Minnesota, spoke ver CBS on "What Are We Fighting For?", 0:15–10:30 p.m.

DECEMBER 8: Ignace Paderewski, eminent olish pianist and statesman, spoke over BS on "Alien Registration," 2–2:15 p.m.

DECEMBER 12: CBS broadcast a special ews program from Lisbon, Portugal, 1:15–11:30 p.m.

DECEMBER 13: Charles F. Kettering, vice resident in charge of research for the Genral Motors Corporation, discussed "The Vorld Ahead," a forecast of mankind's proress following the restoration of peace, rom the 45th Congress of American Indusry, 3:30–3:45 p.m.

DECEMBER 13: William Knudsen, producion coordinator of the National Defense ommission, spoke on "Industry Meets the hallenge of Defense," from the annual inner of the National Association of Mannacturers, 10–10:30 p.m.

DECEMBER 14: James G. Blaine, banker and philanthropist, was heard over CBS in a plea for the Salvation Army's annual Christmas fund drive, 5:15–5:30 p.m.

DECEMBER 14: Representative Clare E. Hoffman, Republican of Michigan, discussed his bill dealing with labor on defense projects in a CBS address entitled "Democracy and the Defense Program," 10:15–10:30 p.m.

DECEMBER 15: Abner H. Ferguson, newly-appointed Administrator of the Federal Housing Authority, surveyed the Government's accomplishments and the work ahead in providing the nation with better housing, 2–2:15 p.m.

DECEMBER 16: William Green, beginning his 17th term as president of the American Federation of Labor, spoke on "Labor and Defense, Now and in 1941," 10:30–10:45 p.m.

DECEMBER 17: Fannie Hurst, the novelist, and Col. Theodore Roosevelt, Jr., national chairman of the American Bureau for Medical Aid to China, spoke in behalf of that organization's work, 5:30–5:45 p.m.

DECEMBER 19: Lewis W. Douglas, former U. S. Director of the Budget, spoke against appeasement in a special CBS broadcast, titled "No Convenant with Tyranny," 10:15–10:30 p.m.

DECEMBER 21: Sir Walter Citrine, general secretary of the British Trades Union Congress, told the CBS audience of "Britain's Fight for Democracy," 3:15–3:30 p.m.

DECEMBER 21: Malcolm W. Davis of the Carnegie Endowment for International Peace discussed children as victims of war and new relief problems created by the present conflict, in a CBS address, 4:30–4:45 p.m.

DECEMBER 21: Attorney General Robert H. Jackson presented the official views of the Department of Justice on problems concerning alien registration in a CBS broadcast. 10:15–10:30 p.m.

DECEMBER 22: CBS broadcast a special summary of 1940. with pickups from Philadelphia. Miami. and Washington. 2–2:30 p.m.

DECEMBER 23: Prime Minister Winston Churchill of Great Britain was heard in a broadcast from London, addressed principally to the people of Italy. 3–3:15 p.m.

DECEMBER 28: Herbert Agar, editor of the Louisville Courier-Journal, spoke in behalf of aid to Britain by this country. 10:15–10:30 p.m.

DECEMBER 29: "Twelve Crowded Months," a review of the important events of 1940. was broadcast over the Columbia Network. Among the correspondents participating were Edward R. Murrow, Eric Sevareid. Bob Trout, William L. Shirer. Linton Wells. Albert Warner, Major George Fielding Eliot. Mel Allen, and Elmer Davis. 1:30–2:30 p.m.

DECEMBER 29: President Roosevelt called the United States "the arsenal of democracy" in a fireside chat on the present emergency. 9:30–10 p.m.

SPECIAL EVENTS

DECEMBER 3 AND 4: Columbia carried two special broadcasts from the International Livestock Exposition in Chicago. 8:30–8:45 a.m.

DECEMBER 7: Ted Husing described the Rice-Southern Methodist football game for the Columbia audience. 3:15 p.m.

DECEMBER 14: John Charles Daly described the launching and christening of the United States Navy's newest aircraft carrier. the Hornet. 11:15–11:30 a.m.

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CBS PROGRAM BOOK · FEBRUARY, 1941

"HONEST ABE," a CBS dramatic series based on the life of Lincoln, is broadcast every Saturday (See Page 20).

FEBRUARY, 1941

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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGEN
AFFILIATED PRODUCTS, INC. *(417th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 43 CBS stations ORIGINATES: WBBM	Edna Wallace Hoppe Cosmetics Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(132nd Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon. thru Fri. 6:05–6:15 p.m. 48 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Ga *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(248th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Bea Wain Hit Paraders Chorus Broadcast from military training camps featuring Jerry Lester, Dean Janis, Floria Vestoff, Gali Gali, and name band-of-the-week	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 106 CBS stations ORIGINATES: WABC	Lucky Strike Cigaret *Lord & Thomas*
ANACIN COMPANY *(199th Week on CBS)* **Our Gal, Sunday** *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR SOAP WORKS *(Beginning February 22)* **Wayne King and His Orchestra** *Music*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Toiletries *Lord & Thomas*
BAYER COMPANY *(279th Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 74 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
THE BEST FOODS, INC. *(73rd Week on CBS)* **We the Abbotts** *Serial drama*	Mon. thru Fri. 4:15–4:30 p.m. *Rebroadcast* *7:15–7:30 p.m.* 57 CBS stations ORIGINATES: WABC	Nucoa, Margarine, Hellman's Mayonnai *Benton & Bowles, I*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OWEY'S, INC. *th Week on CBS)* **News and Rhythm** with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett. Dari-Rich Orchestra	Sunday 11:05–11:30 a.m. *Rebroadcast* *2:35–3:00 p.m.* 34 CBS stations ORIGINATES: WBBM	Dari-Rich Products *Sorensen & Company*
ROWN & WILLIAMSON TOBACCO ORPORATION *rd Week on CBS)* **Paul Sullivan Reviews the News**	Mon. thru Thurs. 6:30–6:45 p.m. *Rebroadcast* *1:00–1:15 a.m.* 29 CBS stations ORIGINATES: WHAS	Raleigh Cigarettes *Batten, Barton, Durstine & Osborn, Inc.*
ALIFORNIA FRUIT GROWERS CHANGE *th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 41 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
AMPANA SALES COMPANY *th Week on CBS)* **irst Nighter** th Barbara Luddy and Tremayne *rama*	Tuesday 8:30–8:55 p.m. 54 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
MPBELL SOUP COMPANY *st Week on CBS)* **Campbell Playhouse** th guest stars	Friday 9:30–10:00 p.m. 65 CBS stations ORIGINATES: WABC	Campbell's Soups *Ward Wheelock Company*
Amos 'n' Andy *rial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 61 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*
Martha Webster th Bess Flynn *ramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 58 CBS stations ORIGINATES: WABC	
Fletcher Wiley *lks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
CAMPBELL SOUP COMPANY *Continued* **Lanny Ross** *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 58 CBS stations ORIGINATES: WABC	Franco-American Macaroni and Spagh *Ruthrauff & Ryan,*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(117th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 65 CBS stations ORIGINATES: KNX	Vaseline Preparation *McCann-Erickson,*
CHRYSLER CORPORATION *(256th Week on CBS)* **Major Bowes'** **Original Amateur Hour**	Thursday 9:00–10:00 p.m. 86 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler *Ruthrauff & Ryan,*
COCA-COLA COMPANY *(76th Week on CBS)* **Pause That Refreshes** **On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:00 p.m. 105 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertisi* *Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(264th Week on CBS)* **Colgate Ask-It-Basket** with Ed East *Variety-quiz program*	Thursday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 68 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
City Desk *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *12:00–12:25 a.m.* 68 CBS stations ORIGINATES: WABC	Palmolive Shave Cre Palmolive Brushless *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. 61 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marq* *Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 82 CBS stations ORIGINATES: WABC	New Concentrated Su Suds Super Suds *Sherman & Marq* *Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OLGATE-PALMOLIVE-PEET COMPANY *Continued*		
Hilltop House starring Bess Johnson *Serial drama*	Mon. thru Fri. 4:30–4:45 p.m. 81 CBS stations ORIGINATES: WARC	Palmolive Soap *Ward Wheelock Company*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:45–5:00 p.m.* 49 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
OMMERCIAL CREDIT COMPANY *(5th Week on CBS)*		
Bob Trout News	Mon., Wed., Fri. 6:00–6:05 p.m. *Rebroadcasts 11:00–11:05 p.m. 11:55–12 mid. Saturday 10:30–10:35 p.m.* 64 CBS stations ORIGINATES: WABC	Automobile Finance Service *O'Dea, Sheldon & Canaday, Inc.*
ONTINENTAL BAKING CO., INC. *(17th Week on CBS)*		
Your Marriage Club with Haven MacQuarrie *Quiz*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 48 CBS stations ORIGINATES: WABC	Wonder Bread *Ted Bates, Inc.*
HE CUDAHY PACKING COMPANY *(18th Week on CBS)*		
Bachelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Blackett-Sample-Hummert, Inc.*
URTISS CANDY COMPANY *(9th Week on CBS)*		
News with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 38 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
OUBLEMINT GUM *(9th Week on CBS)*		
Melody Ranch with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 69 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
VERSHARP, INC. *(9th Week on CBS)*		
Take It or Leave It with Bob Hawk, MC, David Ross *Quiz*	Sunday 10:00–10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pencils *The Biow Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
FLORIDA CITRUS COMMISSION *(49th Week on CBS)* **Mary Margaret McBride** *Talks*	Mon. thru Fri. 3:00–3:15 p.m. 38 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit *Arthur Kudner, Inc.*
FORD MOTOR COMPANY *(355th Week on CBS)* **Sunday Evening Hour** Ford Symphony Orchestra and Chorus, guest conductors, and solists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, truck and tractors Mercury Lincoln *McCann-Erickson, I*
GENERAL FOODS CORPORATION *(297th Week on CBS)* **We, the People** with Gabriel Heatter and guests *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 81 CBS stations ORIGINATES: WABC	Sanka *Young & Rubicam,*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus, Charlie Cantor and Minerva Pious *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12:00–12:55 a.m.* 91 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam, I*
Kate Smith Speaks; News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 79 CBS stations ORIGINATES: WABC	Swansdown Cake Flour *Young & Rubicam, I* Diamond Crystal Salt *Benton & Bowles, I*
Home of the Brave *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 80 CBS stations ORIGINATES: WABC	Calumet Baking Powd Swansdown Cake Flou *Young & Rubicam, I*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *6:30–6:45 p.m.* 59 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca *Young & Rubicam, I*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast* *6:00–6:15 p.m.* 84 CBS stations ORIGINATES: WABC	Post's 40% Bran Flake *Benton & Bowles, I*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ENERAL FOODS CORPORATION *ontinued*		
Kate Hopkins *Serial drama*	Mon. thru Fri. 4:45–5:00 p.m. *Rebroadcast 3:30–3:45 p.m.* 14 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
Portia Faces Life *Serial drama*	Mon. thru Fri. 4:00–4:15 p.m. 84 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
ENERAL MILLS, INC. *29th Week on CBS)*		
By Kathleen Norris *Dramatization of her novels*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast 11:45 a.m. 12:00 noon* 19 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
ILLETTE SAFETY RAZOR COMPANY *9th Week on CBS)*		
Elmer Davis *News*	Tues., Fri. 8:55–9:00 p.m. 57 CBS stations ORIGINATES: WABC	Gillette Shaving Cream, Safety Razors and Blades *Maxon, Inc.*
ULF OIL CORPORATION *4th Week on CBS)*		
Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's Orchestra, John Hiestand	Sunday 7:30–8:00 p.m. 78 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
TERNATIONAL SILVER COMPANY *51st Week on CBS)*		
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars	Sunday 6:00–6:30 p.m. 57 CBS stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
RONIZED YEAST CO., INC. *1st Week on CBS)*		
Court of Missing Heirs *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast 11:30–12:00 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*
ADY ESTHER, LTD. *3rd Week on CBS)*		
Guy Lombardo and His Orchestra *Popular music*	Monday 10:00–10:30 p.m. 64 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
LEVER BROTHERS COMPANY *(287th Week on CBS)*	Monday 9:00–10:00 p.m. 66 CBS stations 29 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen *Drama*		
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *9:30–10:00 p.m.* 75 CBS stations 30 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, I*
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 64 CBS stations ORIGINATES: WABC	Lifebuoy *William Esty & Company, Inc.*
Big Sister with Alice Frost, Martin Gabel *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 75 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan,*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast* *2:15–2:30 p.m.* 63 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan,*
LIBBEY-OWENS-FORD GLASS COMPANY *(19th Week on CBS)*	Sunday 5:00–5:30 p.m. 80 CBS stations ORIGINATES: WBBM	Flat Glass Products *United States Adver ing Corporation*
Design for Happiness with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon, and guest soloists *Symphonic music*		
LIGGETT & MYERS TOBACCO COMPANY *(421st Week on CBS)*	Tues., Wed., Thurs. 10:00–10:15 p.m. 97 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co.,*
Glenn Miller and His Orchestra with Dorothy Claire, Ray Eberle		
Professor Quiz with Bob Trout *Questions and answers*	Tuesday 9:30–10:00 p.m. 70 CBS stations ORIGINATES: WABC	Velvet Pipe and Cigaret Tobacco *Newell-Emmett Co.,*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
HOMAS J. LIPTON, INC. *19th Week on CBS)* **Helen Hayes Theater** starring Helen Hayes, with Mark Warnow's Orchestra, and George Bryan	Sunday 8:00–8:30 p.m. *Rebroadcast* *10:30–11:00 p.m.* 94 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
ENNEN COMPANY *4th Week on CBS)* **Colonel Stoopnagle's Quixie-Doodles** *Comedy and quiz*	Sunday 5:30–6:00 p.m. 46 CBS stations ORIGINATES: WABC	Mennen Shave Products *H. M. Kiesewetter Advertising Agency, Inc.*
ENN TOBACCO COMPANY *0th Week on CBS)* **Vox Pop** Parks and Wally *Quiz*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: ON TOUR	Kentucky Club Pipe Tobacco *Ruthrauff & Ryan, Inc.*
T MILK SALES CORPORATION *th Week on CBS)* **Saturday Night Serenade** Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus **Mary Lee Taylor** home economist *Household advice*	Saturday 9:45–10:15 p.m. 55 CBS stations ORIGINATES: WABC Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 67 CBS stations ORIGINATES: KMOX	Pet Irradiated Milk *Gardner Advertising Company*
HILIP MORRIS & COMPANY, LTD. *th Week on CBS)* **Johnny Presents** Ray Block's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Swing 14 Chorus *Musical variety and dramatic interlude*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 90 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
PHILIP MORRIS & COMPANY, LTD. *Continued*	Sunday 8:30–8:55 p.m. *Rebroadcast 11:00–11:25 p.m.* 71 CBS stations ORIGINATES: WABC	Philip Morris Cigaret *The Biow Company*
The Crime Doctor *Dramatic programs*		
THE PROCTER & GAMBLE CO. *(327th Week on CBS)*	Monday 8:00–8:30 p.m. *Rebroadcast 12:00–12:30 a.m.* 71 CBS stations ORIGINATES: KNX	Teel Drene *H. W. Kastor & Son*
Those We Love with Nan Grey, Donald Woods, Richard Cromwell *Drama*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. *Rebroadcast 11:30–11:45 a.m.* 22 CBS stations ORIGINATES: WABC	Oxydol *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 17 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertisi Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 37 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertisi Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 24 CBS stations ORIGINATES: WBBM	Camay *Pedlar & Ryan, In*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 38 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertisi Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 26 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, In*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(88th Week on CBS)*	Mon. thru Fri. 12:15–12:30 p.m. 52 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, I*
When a Girl Marries *Serial drama*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
. J. REYNOLDS TOBACCO OMPANY *104th Week on CBS)*		
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 60 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Al Pearce and His Gang with Margaret Brayton, Artie Auerbach, Arthur Q. Bryan. Carl Hoff and His Orchestra. nd guests *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 83 CBS stations ORIGINATES: KNX	
PEARMINT GUM *9th Week on CBS)*		
Scattergood Baines *Serial drama*	Mon. thru Fri. 5:15–6:00 p.m. 79 CBS stations ORIGINATES: WBBM	Spearmint Gum *Neisser Meyerhoff, Inc.*
Dear Mom with John Walsh. Dolph Nelson *Drama*	Sunday 6:55–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	
. R. SQUIBB & SONS *th Week on CBS)*		
Golden Treasury of Song with Jan Peerce *Musical*	Mon. thru Fri. 3:15–3:30 p.m. 43 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
EXAS COMPANY *92nd Week on CBS)*		
Texaco Star Theatre starring Fred Allen. with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players", Martin Singers *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast 12:00–1:00 a.m.* 88 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
S. TOBACCO COMPANY *th Week on CBS)*		
Pipe Smoking Time with Arthur Fields, Fred Hall, and Edward Roecker	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 52 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA NEW ENGLAND NETWORK	ALEXANDER SMITH & SONS CARPET COMPANY **The New England Home** with Clara Dudley *Talks on interior decoration* (Beginning February 10)	Mon., Wed., Fri. 3:30–3:45 p.m. ORIGINATES: WEEI	Carpets *Anderson, Davis & Platte, Inc.*
COLUMBIA PACIFIC NETWORK	BATHASWEET CORPORATION *(69th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
	COLONIAL DAMES, INC. *(60th Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 9:55–10:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser Advertising Agency*
	GENERAL FOODS CORPORATION *(297th Week on CBS)* **Second Wife** *Dramatic Serial*	Mon. thru Fri. 4:00–4:15 p.m. PST ORIGINATES: KNX	Postum *Young & Rubicam, In*
	P. LORILLARD COMPANY *(244th Week on CBS)* **Talk Your Way Out of This One** **Don't Be Personal**	Friday 6:00–6:15 p.m. PST ORIGINATES: KNX Wednesday 6:00–6:15 p.m. PST ORIGINATES: KNX	Sensation Cigarettes *Lennen & Mitchell,*
	LOS ANGELES SOAP COMPANY *(70th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 2:30–2:45 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morga*
	LUDEN'S, INC. *(58th Week on CBS)* **Elmer Davis** *News*	Tues., Fri. 5:55–6:00 p.m. PST ORIGINATES: WABC	Menthol Cough Drops *J. M. Mathes, Inc.*
	THE MENNEN COMPANY *(94th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream *H. M. Kiesewetter Advertising Agency*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ATIONAL LEAD COMPANY *30th Week on CBS)* **Answer Auction** *Quiz* (Beginning February 13)	Thursday 9:30–10:00 p.m. PST ORIGINATES: KNX	National Lead Products *Erwin Wasey & Co.*
ETER PAUL, INC. *29th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
LANTERS NUT AND HOCOLATE COMPANY *7th Week on CBS)* **What's On Your Mind?**	Thursday 7:15–7:45 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan Co.*
MITH BROTHERS *th Week on CBS)* **Knox Manning** *News*	Sunday 8:25–8:30 p.m. PST Mon.,Tues., Thurs. 9:30–9:35 p.m. PST ORIGINATES: KNX	Cough Drops *J. D. Tarcher & Company*
OIL OFF MANUFACTURING COMPANY **Bob Garred Reporting** *News* (Beginning February 6)	Thursday 5:45–5:55 p.m. PST Saturday 7:30–7:45 a.m. PST ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency, Inc*
BREAKFAST CLUB COFFEE, INC. *th Week on CBS)* **Rita Murray**	Tues., Thurs. 7:45–8:00 a.m. ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*
MERICAN CHICLE COMPANY *2nd Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
ARBASOL COMPANY *th Week on WABC)* **Sports News** with Mel Allen	Tues., Thurs. 6:00–6:05 p.m. Saturday 5:55–6:00 p.m.	Barbasol Shaving Cream *Erwin, Wasey & Co., Inc.*
ATHASWEET CORPORATION *th Week on WABC)* **Ted Steele and his Novachord**	Tuesday 6:15–6:30 p.m.	"Bathasweet" Toilet Goods *H. M. Kiesewetter Advertising Agency, Inc.*

WABC SPONSORED PROGRAMS
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOSCO, INC. *(19th Week on WABC)* **News of the World** with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Tues., Thurs. 10:45–11:00 p.m.	"Bosco" Milk Amplifier *Kenyon & Eckhardt*
BULOVA WATCH COMPANY *(597th Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
CALIFORNIA FRUIT GROWERS EXCHANGE *(3rd Week on WABC)* **Morning Almanac** with Phil Cook	Mon. thru Sat. 7:15–7:30 a.m.	"Sunkist" Citrus Fruit *Lord & Thomas—San Francisco*
DREZMA, INC. *(13th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues. and Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Lynn Baker Company*
FEDERAL SAVINGS & LOAN ASSOCIATION *(3rd Week on WABC)* **The March Through Life**	Monday 10:30–10:45 p.m.	Savings Accounts and Home Loans *Heffelfinger Agency*
GROVE LABORATORIES, INC. *(18th Week on WABC)* **Odd Side of the News**	Mon., Wed., Fri. 8:25–8:30 a.m.	Bromo Quinine Cold Tablets *J. Walter Thompson Company*
KRUG BAKING COMPANY *(58th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley	Friday 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
LUDEN'S, INC.* *(17th Week on WABC)* **News of the World** with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Mon., Wed. 10:45–11:00 p.m.	Luden's Menthol Cough Drops *J. M. Mathes, Inc.*
MELVILLE SHOE COMPANY *(115th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*

*In addition to number of weeks in which the client has used CBS Network facilities

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
R. MILES LABORATORIES, INC. *th Week on WABC)* **Afternoon News**	Mon. thru Fri. 3:55–4:00 p.m. Saturday 5:50–5:55 p.m.	Alka-Seltzer and One-A-Day Vitamins *Wade Advertising Agency*
. F. MUELLER COMPANY *th Week on WABC)* **Morning News**	Mon. thru Fri. 9:00–9:15 a.m.	Mueller's Macaroni Products *Kenyon & Eckhardt, Inc.*
EW YORK STATE BUREAU OF ILK PUBLICITY *0th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley	Tuesday 8:45–9:00 a.m.	Milk Publicity *J. M. Mathes, Inc.*
LSON RUG CO. *9th Week on WABC)* **Music of Today**	Mon., Wed., Fri. 8:15–8:20 a.m.	Rugs *Presba, Fellers & Presba, Inc.*
EPSI-COLA COMPANY *7th Week on WABC)* **The Missus Goes A-Shopping** *Quiz* (Beginning February 10)	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
TER PAUL COMPANY* *th Week on WABC)* **Early Riser's News**	Mon., Wed., Fri. 6:30–6:35 a.m.	Mounds *Platt-Forbes, Inc.*
MITH BROTHERS *th Week on WABC)* **Morning Almanac** with Phil Cook	Tues., Thurs., Sat. 7:30–7:45 a.m.	"S. B." Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
ICK CHEMICAL COMPANY *th Week on WABC)* **Rising Son** with Larry Elliott *Announcements*	Mon., Wed., Fri. 6:35–7:00 a.m.	Vick's Menthol Cough Drops *Morse International, Inc.*
D WYNN *th Week on WABC)* **Music of Today**	Tues., Thurs., Sat. 8:15–8:20 a.m.	Musical Comedy "Boys & Girls Together" *The Blaine-Thompson Co., Inc.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

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2. PUBLIC AFFAIRS . . . . . *Page 19*
3. SPECIAL EVENTS . . . . . *Page 19*
4. DRAMATIC SERIES . . . . . *Page 20*
5. SERIOUS MUSIC . . . . . *Page 21*
6. EDUCATIONAL PROGRAMS . . . . . *Page 22*
7. RELIGIOUS BROADCASTS . . . . . *Page 25*
8. VARIETY PROGRAMS . . . . . *Page 26*
9. PERSONALITIES . . . . . *Page 26*
10. CHILDREN'S PROGRAMS . . . . . *Page 27*
11. LIGHT MUSIC . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: JANUARY PROGRAMS . . . . . *Page 29*

PROGRAM AND TIME	DESCRIPTION
ews Summaries, Analyses ıd Broadcasts from Europe HEDULED PERIODS ONDAY THRU SUNDAY	Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule: *News Broadcasts:* Edward R. Murrow, Larry Leseur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Bucharest; Betty Wason from Athens; Winston Burdette from Belgrade; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams, Paul Sullivan from New York; Albert Warner, Eric Sevareid from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., 2:35–3:00 p.m., SUNDAY, 10:45–11:00 p.m., MONDAY THRU SATURDAY. *News Summaries:* 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight, 12:55 a.m., MONDAY THRU SATURDAY; 5:50–5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY. *News Analyses:* Elmer Davis, 8:55–9:00 p.m., MONDAY, WEDNESDAY, THURSDAY, SATURDAY, SUNDAY; Elmer Davis, 6:30–6:45 p.m., SATURDAY; Paul Sullivan, 6:30–6:45 p.m., FRIDAY.
eadlines and Bylines :15–7:30 p.m. ACH SUNDAY	In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

	PROGRAM AND TIME	DESCRIPTIO
NEWS BROADCASTS	**News from All the Americas** 5:00–5:15 p.m. EACH SATURDAY	With the expansion of Columbia's "Americ School of the Air" to South and Central Am ica and the formation of a Latin-Americ Network, CBS takes another step toward int American unity and friendship in this n series of news roundups from the import Latin American capitals.
PUBLIC AFFAIRS	**Report to the Nation** 6:00–6:30 p.m. EACH SATURDAY	This informal, factual series brings the Am ican people a report each week on the ins workings of their government. Each progr describes the government's operation in problem of event rich in public interest. T series, which originates in Washington, is pr duced by Brewster Morgan.
	Governor Stassen 10:15–10:30 p.m. SATURDAY, FEBRUARY 1	Governor Harold E. Stassen, Republican Minnesota, speaks before the National Co vention of Young Republicans from the Sav Hotel in Des Moines.
	Don Luis Quintanilla 10:00–10:15 p.m. FRIDAY, FEBRUARY 28	Senor Dr. Don Luis Quintanilla, Mexican mi ister to the United States, discusses "St Toward Pan American Unity." The broadc originates at the Museum of Modern Art, fro the session of the First International Conf ence of the School of the Air of the Americ
	Talks 10:15–10:30 p.m. EACH WEDNESDAY AND SATURDAY 10:00–10:15 p.m. EACH FRIDAY	Columbia has set aside three broadcast peri a week for talks on public affairs and for s cial addresses. Included in the series are ma prominent Senators and Representatives.
SPECIAL EVENTS	**St. Paul's Winter Carnival** 3:45–4:00 p.m. SATURDAY, FEBRUARY 1	The color and thrills of the St. Paul Win Carnival are described by Clellan Card and corps of staff men of WCCO, Columbi Minneapolis-St. Paul station.

PROGRAM AND TIME	DESCRIPTION	
oy Scouts of America nniversary :30 7:45 p.m. ATURDAY, FEBRUARY 8	President Roosevelt speaks from Washington in a program celebrating the 31st Anniversary of the founding of the Boy Scouts of America. He is followed by Walter W. Head, President of the Scouts National Council, and Dr. James E. West, Chief Scout Executive.	SPECIAL EVENTS
merican Legion ilgrimage 30 5:45 p.m. EDNESDAY, FEBRUARY 12	Carl Sandburg, American-poet and biographer of Abraham Lincoln, reads passages about Lincoln from the President's tomb in Springfield, Illinois, in connection with the American Legion's annual pilgrimage to Springfield.	
ports-Time :00–11:15 p.m. ONDAY THROUGH SATURDAY	"Sports-Time" presents news and features from every field of sport—from baseball to chess, football to yachting. Ted Husing, Mel Allen, and Warren Sweeney are among the "Sports-Time" reporters. During the winter months, some broadcasts are devoted to last-period descriptions of the Madison Square Garden basketball games.	
olumbia Workshop :30–11:00 p.m. ACH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. In its fourth year, the Workshop continues to present unusual dramas which employ the most recent broadcasting techniques. Davidson Taylor supervises production of the plays. FEBRUARY 2: "Help Me Hannah", by Charles Monroe, directed by Betzy Tuthill. FEBRUARY 9: "Dress Rehearsal", by Jack Mosman and Charles Jackson, directed by Jack Mosman. FEBRUARY 16: "A Crop of Beans," by Marjorie Kinnan Rawlings, adapted by Draper Lewis.	DRAMATIC SERIES
Honest Abe" 30 10:00 a.m. ACH SATURDAY	This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone.	

PROGRAM AND TIME	DESCRIPTI
New York Philharmonic-Symphony Orchestra 3:00–4:30 p.m. EACH SUNDAY	The New York Philharmonic-Symphon Orchestra is in its eleventh consecutive year broadcasting exclusively on CBS. Bruno Wa ter is guest conductor of the first two concert in February. John Barbirolli, regular condu tor, returns on February 16. Deems Taylor again intermission commentator. From Ca negie Hall this month: FEBRUARY 2: *Sibelius:* Legend for Orchestr "The Swan of Tuonela", MICHEL NAZZI, En lish Horn solo; *Schumann:* Symphony in flat major, No. 3; *Mendelssohn:* Concerto f Violin and Orchestra in E minor, JOSEP SZIGETI, violinist. FEBRUARY 9: *Weber:* Overture to "Oberon" *Mozart:* Symphony in G minor; *Strauss:* "D Quixote," Fantastic Variations on a Theme Knightly Character, JOSEPH SCHUSTER, 'cel ist, ZOLTAN KURTHY, violist.
Philharmonic Young People's Concert 11:05 a.m.–12:15 p.m. SATURDAY, FEBRUARY 15	The Philharmonic-Symphony Orchestra pr sents one concert a month especially designe for young people. Rudolph Ganz conduct and the February 15 concert concentrates o the opera.
Genevieve Rowe 6:15–6:30 p.m. EACH WEDNESDAY	Each Wednesday evening Genevieve Row CBS soprano, is accompanied by Charles Pa at the piano in a program of songs and ope atic selections.
Clyde Barrie 9:15–9:30 a.m. EACH SUNDAY	Clyde Barrie, distinguished Negro baritone, heard over CBS each Sunday morning, wit the Salon Orchestra conducted by Alexand Semmler.
NYA Orchestras 3:00–3:55 p.m. EACH SATURDAY	On February 8, Leopold Stokowski conduct the NYA Orchestra of Los Angeles in comp sitions by Bach, Wagner, Strauss, Sibelius, an Moussorgsky. On February 15, the Cincinnat NYA Orchestra, conducted by Alexander va Kreisler, plays Haydn's Secondy Symphon and a Beethoven piano concerto.

PROGRAM AND TIME	DESCRIPTION
incinnati Conservatory f Music .05 a.m.–12 noon TURDAY, JANUARY 1, 8 AND 22	The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists.
ndianapolis Symphony rchestra 30–11:00 a.m. CH SUNDAY	The Indianapolis Symphony Orchestra is conducted by Fabien Sevitzky in this regular Sunday morning CBS feature. On February 2, the Orchestra plays works of Haydn, Vivaldi, and Berlioz.
olumbia Concert rchestra 15–5:45 p.m. NDAY, TUESDAY, DNESDAY, AND FRIDAY	The winter schedule for the Columbia Concert Orchestra includes several half-hour broadcasts of symphonic music each week. The orchestra is directed Monday and Wednesday by Howard Barlow, Tuesday and Friday by Victor Bay.
all of Song 15–10:15 p.m. URDAY, FEBRUARY 8	Genevieve Rowe and Hardesty are heard in this new series of song. They are accompanied by the Columbia Concert Orchestra, conducted by Howard Barlow.
lla Pessl RIOUS HOURS	Yella Pessl is heard in four harpsicord recitals a week principally of seventeenth and eighteenth century compositions.
all Session 00–4:30 p.m. OUT SATURDAY	"Bull Session," Columbia's student forum on current events, has returned to the air for a new series.
xploring Space 45–3:55 p.m. OUT FRIDAY	This series tells – in an interesting, dramatic manner – the stories of the planets and constellations.

SERIOUS MUSIC

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Invitation to Learning 10:15–10:45 p.m. EACH TUESDAY	This series invites listeners to read or re-read the world's great books. Huntington Cairns, Allen Tate, and Mark Van Doren regularly discuss the books, and the program occasionally features guests.
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.
Children Also Are People 3:45–3:55 p.m. EACH MONDAY AND WEDNESDAY	CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.
Columbia's Country Journal 12:00–12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round up of farm news and interviews distinguished agricultural authorities and leaders.
Highways to Health 12:45–1:00 p.m. EACH SATURDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

PROGRAM AND TIME	DESCRIPTION
nerican School of the Air 5–9:45 a.m. astern Time Zone) 30–2:55 p.m. entral Time Zone) 30–10:00 a.m. lountain Time Zone) 00–2:30 p.m. acific Time Zone) NDAY THRU FRIDAY	The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series. MONDAYS—*Americans at Work* FEBRUARY 3: Citrus Fruits. FEBRUARY 10: Cocoa. FEBRUARY 17: Cattle. FEBRUARY 24: Gold and Silver. TUESDAYS—*Wellsprings of Music* FEBRUARY 4: Songs of the Vaqueros. FEBRUARY 11: Latin-American Music. FEBRUARY 18: Negro Spirituals. FEBRUARY 25: Religious Music. WEDNESDAYS—*New Horizons* FEBRUARY 5: Frozen Waters of the North. FEBRUARY 19: River of Dreams and Destiny. FEBRUARY 26: Frontier Days on the Ohio. THURSDAYS—*Tales from Far and Near* FEBRUARY 6: Drums in the Forest. FEBRUARY 13: One String Fiddle. FEBRUARY 20: The Red Dory. FEBRUARY 27: Dark Star of Itza. FRIDAYS—*This Living World* FEBRUARY 7: Money and Trade. FEBRUARY 14: Inter-American Communications. FEBRUARY 21: The Panama Canal. FEBRUARY 28: Schools for All.
lventures in Science 45–3:55 p.m. CH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
Men and Books :00–12:45 p.m. CH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses modern books and the world's greatest classics.

PROGRAM AND TIME	DESCRIPTI
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is presenting its eig consecutive year of Sunday morning and af noon religious broadcasts. In February: FEBRUARY 2: *Morning:* Rev. Dr. Otto H. B trom, pastor, Church of Gustavus Adolpt New York. *Afternoon:* Leo J. Muir, president, North States Mission of the Church of Jesus Ch of Latter-Day Saints. FEBRUARY 9: *Morning:* Rev. Oliver J. H D.D., LL.D., rector, Trinity Church, Boston *Afternoons:* Rev. Edward E. Swanstr Ph.D., Associate Director, Catholic Charit Diocese of Brooklyn. FEBRUARY 16: *Morning:* Bishop W. T. Watk Atlanta, Georgia (Methodist). *Afternoon:* Rabbi Harry Z. Zwelling, Con gation B'nai Israel, New Britain, Connecti FEBRUARY 23: *Morning:* Dr. Albert Paln president, Chicago Theological Seminary, Ch cago. *Afternoon:* Rev. James J. O'Mara, Archd cesan Secretary for Catholic Charities, Detro
Wings Over Jordan 9:30–10:00 a.m. EACH SUNDAY	This program of religious talks and spirit is presented by outstanding Negro leaders a educators and a choir of thirty-five voices. FEBRUARY 2: Mrs. Mary Foster McDav president, National Congress of Colored P ents and Teachers, Montgomery, Alabama FEBRUARY 9: Dr. L. D. Reddick, curat Schomburg Collection, New York Publ Library. FEBRUARY 16: Rev. William M. Scott, vi president of Interracial Commission and p tor of First Baptist Church, Blue Ridge, V FEBRUARY 23: Dr. Leonidas S. James, pr dent, State Teachers College, Bowie, Maryl

PROGRAM AND TIME	DESCRIPTION
eet the Music .05-11:30 p.m. CH SUNDAY	Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.
tinee at Meadowbrook 00-5:00 p.m. CH SATURDAY	Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.
inging Bee" 00-10:30 a.m. SATURDAY	Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto. Contestants get cash awards for being able to identify a song and then singing, humming, or whistling it.
rk Where I Come From 0-10:45 p.m. CH MONDAY, NESDAY AND FRIDAY	Burl Ives, Pete Seeger and the Golden Gate Quartet are featured in this program of American folk music and folk humor, directed by Nicholas Ray.
Friend in Deed 0-3:15 p.m. DAY THRU FRIDAY	Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.
ajor Bowes' Family 0-12:30 p.m. CH SUNDAY	Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.
tdoors with Bob Edge -6:30 p.m. CH THURSDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.
Politics 0-2:00 p.m. CH SATURDAY	The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except "No Politics."

VARIETY

PERSONALITIES

	PROGRAM AND TIME	DESCRIPTIO
PERSONALITIES	**The Old Dirt-Dobber** 10:30–11 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WL in Nashville, "the old dirt-dobber," answ queries about trees, plants, birds, and ins
CHILDREN'S PROGRAMS	**Let's Pretend** 1:00–1:30 p.m. EACH SATURDAY	This series, which dramatizes the world greatest fairy tales, has won more awards th any other children's program. Directed Nila Mack and presented by a cast of chi actors, "Let's Pretend" has already in 19 won the Radio Daily Award as the best chi dren's program on the air, the Scripps-How nationwide poll of radio editors, and t Women's National Radio Committee Awa
	"March of Games" 1:30–2:00 p.m. EACH SUNDAY	Children who like asking questions and th who like answering get a chance on this q program originated by Natalie Purvin Pra Nila Mack directing. Arthur Ross is MC; Sy Trent, 12, is "Miss Drum Major."
LIGHT MUSIC	**CBS Vocalists** VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal pr grams includes many young singers of po lar songs in many styles and interpretati Among the current vocalists are: Burl Ives — Jack Leonard Genevieve Rowe
	Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS	These harmony groups are featured on t Columbia Network through the week. E group has a distinctive vocal style and i CBS favorite.
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a fu schedule of current hits and old favorites Columbia listeners each evening. These t ranking bands are scheduled for February Bobby Day — Guy Lombardo Tommy Dorsey — Vaughn Monro George Duffy — José Morand Johnny Hamp — Joe Reichman Joey Kearns — Jerry Wald

PROGRAM AND TIME	DESCRIPTION	
BS SHORT WAVE ROADCAST SCHEDULE O EUROPE AND OUTH AMERICA	Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.	
ws Broadcasts English) -10:30, 11:30–11:45 a.m. -1:45, 5:45–6:00, -6:15 p.m. DAY THRU FRIDAY Italian, German, French, Polish) noon-1 p.m., 4:30–5:30 p.m. DAY THRU SATURDAY noon-1 p.m., 5–6 p.m. DAY	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.	SPECIAL CBS BROADCASTS TO EUROPE
llywood News DAY, 2:45–3:00 p.m. SDAY, 7:45–8:00 p.m. DAY, 7:45–8:00 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.	
in Spanish 10:05 p.m. DAY THRU SUNDAY 7:00 p.m. DAY THRU FRIDAY 7:15 p.m., SAT. (WCBX) 12:45 p.m., 2:30–2:45 p.m. –6:00 p.m. DAY THRU FRIDAY (WCAB)	World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia. Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).	SPECIAL CBS BROADCASTS TO SOUTH AMERICA
in Portuguese 7:30 p.m. DAY THRU FRIDAY	Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.	
men Castelo's American logues in Spanish WEDNESDAY OF EACH TH, 8–8:15 p.m.	Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.	
ltural News in Spanish Y, 9:00–9:15 p.m.	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.	
men Castelo's Broadway lumn in Spanish AY, 7:30–7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.	

ADDENDA: JANUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of January programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JANUARY 3: Representative Sol Bloom, Democrat of New York, urged full aid to Great Britain, short of war, in a talk from Washington over the Columbia Network. 10–10:15 p.m.

JANUARY 3: CBS broadcast a special address by R. J. Thomas, president of the United Automobile Workers, vice-president of the C.I.O., and a staunch Roosevelt supporter in the 1940 election, 10:15–10:30 p.m.

JANUARY 6: President Roosevelt's message to the opening session of the 77th Congress was broadcast over the coast-to-coast Columbia Network. It was simultaneously broadcast to the rest of the world via CBS's two international short-wave stations, 12–1 p.m.

JANUARY 8: Joseph Davies discussed "The 1941 Inauguration" in a special CBS address from the studios of WJSV, Washington. 10:15–10:30 p.m.

JANUARY 10: Former Governor Alfred E. Smith of New York spoke for aid to Great Britain and called for American "dynamic non-belligerence" in a CBS address under the auspices of the Committee to Defend America by Aiding the Allies, 10–10:15 p.m.

JANUARY 11: Harriet Elliott, consumer member of the National Defense Advisory Commission, analyzed plans for preserving America's living standards during the present emergency, 2–2:15 p.m.

JANUARY 11: Dr. Frank Kingdon, educational director of the Citizenship Educational Service, spoke on the topic, "Youth's Antidote to Hate," in connection with the national conference of Camp Fire Girls' executives, 2:15–2:30 p.m.

JANUARY 11: Representative Hamilton Fish, Jr., Republican of New York, answered his own query, "Is America for War or Peace?" in a special CBS broadcast. Mr. Fish, ranking Republican member of the House Foreign Affairs Committee, spoke from Washington, 10:15–10:30 p.m.

JANUARY 15: Senator James E. Murray, Democrat of Montana, discussed the bill he introduced in the Senate to aid small businesses, 10:15–10:30 p.m.

JANUARY 17: Senator James F. Byrnes, Democrat of South Carolina, urged aid to Great Britain in a special Columbia Network address from the studios of WJSV, Washington, 10–10:15 p.m.

JANUARY 17: Senator Guy M. Gillette, emocrat of Iowa, spoke over CBS on "The al War Issues" from Washington, 10:15–:30 p.m.

JANUARY 18: Former Senator Ernest W. bson of Vermont made his first radio ad-ess since he was selected as chairman of e Committee to Defend America by Aid-g the Allies over the Columbia Broadcast-g System, 10:15–10:30 p.m.

JANUARY 19: Four leaders of the C.I.O. plained the views of their organization on operation in basic industries over CBS. the program Albert Warner, Columbia's ashington correspondent, interviewed ilip Murray, president of the C.I.O., R. J. omas, president of the United Automobile rkers of America, Thomas Kennedy, sec-ary-treasurer of the United Mine Workers America, and David McDonald, secretary the Steel Workers Organizing Committee. 2:30 p.m.

JANUARY 22: Representative Frederick C. ith, Republican of Ohio, discussed "The nd-Lease Bill" in a special CBS address m Washington, 10:15–10:30 p.m.

JANUARY 23: Douglas Fairbanks, Jr., vie-star and chairman of the Hollywood anch of the Committee to Defend America Aiding the Allies, urged aid to Great itain in an address from Washington, 30–5:45 p.m.

JANUARY 24: Stephen T. Early, chief sec-ary and press liaison man for President osevelt, addressed members of the Minne-a Editorial Association, convened in St. ul. Mr. Early talked about the President's ess conferences and his relations with the wspapers, 10–10:30 p.m.

JANUARY 24: An evaluation of the Air fense Command was broadcast over CBS from the control room of the Air Defense at Mitchell Field, Long Island, 10:30–10:45 p.m.

JANUARY 25: CBS broadcast an address by Mrs. Franklin D. Roosevelt on "Public Housing Policies, Plans and Needs" from the luncheon meeting of the National Housing Conference in New York, 1:45–2 p.m.

JANUARY 25: General Hugh S. Johnson, columnist John T. Flynn, and James P. Warburg were heard in a discussion of the Lend-Lease Bill from Washington and New York, 2:30–3 p.m.

JANUARY 25: CBS broadcast an address by Ronald Cross, British Minister of Shipping, direct from London, 5:30–5:45 p.m.

JANUARY 25: Senator Robert A. Taft, Republican of Ohio, presented his views on the "Lend-Lease Bill" over the coast-to-coast Network of the Columbia Broadcasting System. His address originated at the main ballroom of the Waldorf-Astoria in New York, 10:15–10:45 p.m.

JANUARY 26: Three leaders of the American Federation of Labor explained how their organization cooperates for national defense in the basic industries. The A. F. of L. spokesmen, interviewed in Washington by Columbia's Albert Warner, were: William Green, president of the A. F. of L., John P. Coyne, president of the A. F. of L. Building Trades Department, and Joseph McDonough, secretary of the A. F. of L. Metal Trades Department, 2–2:30 p.m.

JANUARY 29: General Robert E. Wood, chairman of the America First Committee, spoke in opposition to the extension of aid to Great Britain beyond the limits of the cash-and-carry neutrality law. General Wood's address, which was heard under the auspices of his Committee, originated in Chicago, 10:15–10:30 p.m.

JANUARY 30: Under-Secretary of State Sumner Welles was heard over the nationwide facilities of CBS, when he addressed the Alumni Association of the New York University School of Law, 10:15–10:45 p.m.

SPECIAL EVENTS

JANUARY 10: CBS carried a special broadcast from Buenos Aires to the convention of International Radio Engineers in New York City, 9:35–9:45 p.m.

JANUARY 12: Five governors and one mayor participated in a half-hour broadcast over CBS and the two other major networks, urging support for the infantile paralysis drive. Those who spoke, under the auspices of the Committee for the Celebration of the President's Birthday, were: Governor Leverett Saltonstall of Massachusetts, Governor Prentice Cooper of Tennessee, Governor M. D. Van Wagoner of Michigan, Governor Homer M. Adkins of Arkansas, Governor Culbert L. Olson of California, and Mayor Ben F. Stapleton of Denver, Colorado. 2–2:30 p.m.

JANUARY 18: Another broadcast under the auspices of the Committee for the Celebration of the President's Birthday featur CBS newsmen William L. Shirer, Er Sevareid, Elmer Davis, Albert Warner, ar Charles Daly, 10:30–10:45 p.m.

JANUARY 25: Many stars of the entertai ment world joined in "The March of Dime program in behalf of the annual appeal f the infantile paralysis fund. The broadcas which originated in Hollywood, starr Eddie Cantor as master-of-ceremonies, Am 'n' Andy, Bob Hope, Burns and Allen, Fibb McGee and Mollie, Mickey Rooney, Fann Brice, Edgar Bergen, Dinah Shore, Ja Benny, James Cagney, Humphrey Boga Rudy Vallee, Connie Boswell, Lionel Barr more, Joan Blondell, and many others. 11 12 midnight.

JANUARY 27: "The Church in the Wor Crisis" was the topic of a CBS broadca under the auspices of the Congregation Christian Committee for Assistance to W Victims, 5:30–5:45 p.m.

JANUARY 30: An address by Preside Roosevelt climaxed the nationwide drive f the National Foundation for Infanti Paralysis. The hour-long broadcast includ portions from President's Birthday balls five cities, 11:15 p.m.–12:15 a.m.

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CBS PROGRAM BOOK MARCH, 1941

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In Columbia's "Gay Nineties"
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MARCH, 1941

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Network B — 41 quarter-hour "firsts"
Network C — 15 quarter-hour "firsts"

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In 1941, as in 1940, 1939, 1938, 1937, 1936, 1935 and 1934.

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CBS

MARCH, 1941

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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC. *(421st Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 43 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(136th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon. thru Fri. 6:05–6:15 p.m. 48 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(252nd Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus Broadcast from military training camps featuring Jerry Lester, Dean Janis, Floria Vestoff, Gali Gali, and name band-of-the-week	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 106 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(203rd Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 51 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR AND COMPANY *(3rd Week on CBS)* **Treat-Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 51 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
ARMOUR SOAP WORKS *(2nd Week on CBS)* **Wayne King and His Orchestra** *Music*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Toiletries *Lord & Thomas*
BAYER COMPANY *(283rd Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 74 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
THE BEST FOODS, INC. *(77th Week on CBS)* **We the Abbotts** *Serial drama*	Mon. thru Fri. 4:15–4:30 p.m. *Rebroadcast* *7:15–7:30 p.m.* 57 CBS stations ORIGINATES: WABC	Nucoa, Margarine, Hellman's Mayonnaise *Benton & Bowles, Inc.*

CHAINS AND PROGRAM	TIME	PRODUCT AND AGENCY
OWEY'S, INC. *(2nd Week on CBS)* **News and Rhythm** with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett, Dari-Rich Orchestra	Sunday 11:05–11:30 a.m. *Rebroadcast* *1:35–2:00 p.m.* 34 CBS stations ORIGINATES: WBBM	Dari-Rich Products *Sorensen & Company*
ROWN & WILLIAMSON TOBACCO ORPORATION *(27th Week on CBS)* **Paul Sullivan Reviews the News**	Mon. thru Thurs. 6:30–6:45 p.m. *Rebroadcast* *1:00–1:15 a.m.* 29 CBS stations ORIGINATES: WHAS	Raleigh Cigarettes *Batten, Barton, Durstine & Osborn, Inc.*
ALIFORNIA FRUIT GROWERS XCHANGE *(5th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 41 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
AMPANA SALES COMPANY *(50th Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Tuesday 8:30–8:55 p.m. 55 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
AMPBELL SOUP COMPANY *(25th Week on CBS)* **Campbell Playhouse** with guest stars	Friday 9:30–10:00 p.m. 65 CBS stations ORIGINATES: WABC	Campbell's Soups *Ward Wheelock Company*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 61 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*
Martha Webster with Bess Flynn *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 58 CBS stations ORIGINATES: WABC	
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 36 CBS stations ORIGINATES: KNX	

TALENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *Continued*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, In*
Lanny Ross *Songs*		
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(121st Week on CBS)*	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 65 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, In*
Dr. Christian with Jean Hersholt		
CHRYSLER CORPORATION *(260th Week on CBS)*	Thursday 9:00–10:00 p.m. 86 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, In*
Major Bowes' Original Amateur Hour		
Elmer Davis *News*	Mon., Wed., Thurs., Fri. 8:55–9:00 p.m. 100 CBS stations ORIGINATES: ON TOUR	Chrysler Fluid Drive Automobiles *Lee Anderson Advertising Company*
COCA-COLA COMPANY *(80th Week on CBS)*	Sunday 4:30–5:00 p.m. 105 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists		
COLGATE-PALMOLIVE-PEET COMPANY *(268th Week on CBS)*	Thursday 8:00–8:30 p.m. *Rebroadcast 11:30–12 mid.* 68 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
Colgate Ask-It-Basket with Ed East *Variety-Quiz program*		
City Desk *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast 12:00–12:25 a.m.* 69 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Sh *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:15–11:00 a.m. 64 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marquet Inc.*

STATION AND PROGRAM	TIME	PRODUCT AND AGENCY
OLGATE-PALMOLIVE-PEET OMPANY *ontinued*		
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 4:15–4:30 p.m.* 82 CBS stations ORIGINATES: WABC	New Concentrated Super Suds Super Suds *Sherman & Marquette, Inc.*
Hilltop House starring Bess Johnson *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 81 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:45–5:00 p.m.* 49 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
OMMERCIAL CREDIT COMPANY *9th Week on CBS)*		
Bob Trout *News*	Mon., Wed., Fri. 6:00–6:05 p.m. *Rebroadcasts 11:00–11:05 p.m. 11:55–12 mid. Saturday 10:30–10:35 p.m.* 64 CBS stations ORIGINATES: WABC	Automobile Finance Service *O'Dea, Sheldon & Canaday, Inc.*
ONTINENTAL BAKING CO., INC. *21st Week on CBS)*		
Your Marriage Club with Haven MacQuarrie *Quiz*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 48 CBS stations ORIGINATES: WABC	Wonder Bread *Ted Bates, Inc.*
HE CUDAHY PACKING COMPANY *22nd Week on CBS)*		
Bachelor's Children *Serial drama*	Mon. thru Fri. 9:45–10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Blackett-Sample-Hummert, Inc.*
URTISS CANDY COMPANY *3rd Week on CBS)*		
News with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 38 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
OUBLEMINT GUM *54th Week on CBS)*		
Melody Ranch with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 69 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EVERSHARP, INC. *(74th Week on CBS)* **Take It or Leave It** with Bob Hawk, MC, David Ross *Quiz*	Sunday 10:00–10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pen *The Biow Company*
FLORIDA CITRUS COMMISSION *(53rd Week on CBS)* **Mary Margaret McBride** *Talks*	Mon. thru Fri. 3:00–3:15 p.m. 38 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit *Arthur Kudner, Inc.*
FORD MOTOR COMPANY *(359th Week on CBS)* **Sunday Evening Hour** Ford Symphony Orchestra and Chorus, guest conductors, and soloists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars. trucks. and tractors Mercury Lincoln *McCann-Erickson, In*
GENERAL FOODS CORPORATION *(301st Week on CBS)* **We, the People** with Gabriel Heatter and guests *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 81 CBS stations ORIGINATES: WABC	Sanka *Young & Rubicam. I*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus, Charlie Cantor and Minerva Pious *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12:00–12:55 a.m.* 91 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam. I*
Kate Smith Speaks; News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 79 CBS stations ORIGINATES: WABC	Swansdown Cake Flou *Young & Rubicam, I* Diamond Crystal Salt *Benton & Bowles. In*
Home of the Brave *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 80 CBS stations ORIGINATES: WABC	Calumet Baking Powde Swansdown Cake Flour *Young & Rubicam. I*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *6:30–6:45 p.m.* 59 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca *Young & Rubicam. I*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ENERAL FOODS CORPORATION *ontinued*		
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 6:00–6:15 p.m.* 84 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 4:45–5:00 p.m. *Rebroadcast 3:30–3:45 p.m.* 44 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
Portia Faces Life *Serial drama*	Mon. thru Fri. 4:00–4:15 p.m. *Rebroadcast 12:15–12:30 p.m.* 84 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
ENERAL MILLS, INC. *33rd Week on CBS)*		
By Kathleen Norris *Dramatization of her novels*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast 11:45 a.m.–12:00 noon* 40 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
ILLETTE SAFETY RAZOR COMPANY *3rd Week on CBS)*		
Elmer Davis *News*	Tues., Fri. 8:55–9:00 p.m. 57 CBS stations ORIGINATES: WABC	Gillette Shaving Cream, Safety Razors and Blades *Maxon, Inc.*
ULF OIL CORPORATION *68th Week on CBS)*		
Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's Orchestra, John Hiestand	Sunday 7:30–8:00 p.m. 79 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
NTERNATIONAL SILVER COMPANY *55th Week on CBS)*		
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars	Sunday 6:00–6:30 p.m. 57 CBS stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
RONIZED YEAST CO., INC. *5th Week on CBS)*		
Court of Missing Heirs *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast 11:30–12:00 mid.* 75 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
LADY ESTHER, LTD. *(377th Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Monday 10:00–10:30 p.m. 64 CBS stations ORIGINATES: WABC	Face Powder, Face Cre Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(291st Week on CBS)* **Lux Radio Theatre** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Big Town with Edward G. Robinson, Ona Munson. Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *9:30–10:00 p.m.* 75 CBS stations 30 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, In*
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 64 CBS stations ORIGINATES: WABC	Lifebuoy *William Esty & Company, Inc.*
Big Sister with Alice Frost. Martin Gabel *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 75 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, In*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast* *2:15–2:30 p.m.* 63 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, In*
LIBBEY-OWENS-FORD GLASS COMPANY *(23rd Week on CBS)* **Design for Happiness** with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon. and guest soloists *Symphonic music* (This series ends March 23)	Sunday 5:00–5:30 p.m. 81 CBS stations ORIGINATES: WBBM	Flat Glass Products *Fuller and Smith and Ross, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LIGGETT & MYERS TOBACCO COMPANY *(425th Week on CBS)* **Glenn Miller and His Orchestra** with Dorothy Claire, Ray Eberle	Tues., Wed., Thurs. 10:00–10:15 p.m. 97 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
Professor Quiz with Bob Trout *Questions and answers*	Thursday 10:15–10:45 p.m. 70 CBS stations ORIGINATES: WABC	Velvet Pipe and Cigarette Tobacco *Newell-Emmett Co., Inc.*
THOMAS J. LIPTON, INC. *(23rd Week on CBS)* **Helen Hayes Theater** starring Helen Hayes, with Mark Warnow's Orchestra, and George Bryan	Sunday 8:00–8:30 p.m. *Rebroadcast* *10:30–11:00 p.m.* 94 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
MAGAZINE REPEATING RAZOR COMPANY *(Starting March 1)* **Duffy's Tavern** starring Ed Gardner as "Archie", John Kirby's Band, guest stars	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 55 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
MENNEN COMPANY *(98th Week on CBS)* **Colonel Stoopnagle's Quixie-Doodles** *Comedy and quiz* (This series ends March 23)	Sunday 5:30–6:00 p.m. 46 CBS stations ORIGINATES: WABC	Mennen Shave Products *H. M. Kiesewetter Advertising Agency, Inc.*
PENN TOBACCO COMPANY *(74th Week on CBS)* **Vox Pop** Parks and Wally *Quiz*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: ON TOUR	Kentucky Club Pipe Tobacco *Ruthrauff & Ryan, Inc.*
PET MILK SALES CORPORATION *(380th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Choruns and guest stars	Saturday 9:45–10:15 p.m. 55 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 67 CBS stations ORIGINATES: KMOX	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PHILIP MORRIS & COMPANY, LTD. *(238th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 90 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, In*
Johnny Presents Ray Block's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Swing 14 Chorus *Musical variety and dramatic interlude*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 71 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, In*
THE PROCTER & GAMBLE CO. *(331st Week on CBS)*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 71 CBS stations ORIGINATES: KNX	Teel Drene *H. W. Kastor & Son*
Those We Love with Nan Grey, Donald Woods, Richard Cromwell *Drama*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. *Rebroadcast* *11:30–11:45 a.m.* 22 CBS stations ORIGINATES: WABC	Oxydol *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 17 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 37 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 34 CBS stations ORIGINATES: WBBM	Camay *Pedlar & Ryan, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 38 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 26 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
'RUDENTIAL INSURANCE COMPANY OF AMERICA *92nd Week on CBS)* **When a Girl Marries** *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 52 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *408th Week on CBS)* **Blondie** with Penny Singleton and Arthur Lake *Domestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 60 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Al Pearce and His Gang with Margaret Brayton, Artie Auerbach, Arthur Q. Bryan, Carl Hoff and His Orchestra, and guests *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 83 CBS stations ORIGINATES: KNX	
PEARMINT GUM *153rd Week on CBS)* **Scattergood Baines** *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 79 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*	Sunday 6:55–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	
. R. SQUIBB & SONS *34th Week on CBS)* **Frank Parker in Golden Treasury of Song** with Jan Peerce *Musical*	Mon. thru Fri. 3:15–3:30 p.m. 43 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *196th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players", Martin Singers *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 88 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
	U. S. TOBACCO COMPANY *(300th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 52 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
COLUMBIA NEW ENGLAND NETWORK	**ALEXANDER SMITH & SONS CARPET COMPANY** *(4th Week on CBS)* **The New England Home** with Clara Dudley *Talks on interior decoration*	Mon., Wed., Fri. 3:30–3:45 p.m. ORIGINATES: WEEI	Carpets *Anderson, Davis & Platte, Inc.*
COLUMBIA PACIFIC NETWORK	**AMERICAN CHICLE COMPANY** (Beginning March 5) **By the Way** with Bill Henry	Wed., Fri. 6:15–6:30 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
	BATHASWEET CORPORATION *(73rd Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
	COLONIAL DAMES, INC. *(64th Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 9:55–10:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser Advertising Agency*
	GENERAL FOODS CORPORATION *(301st Week on CBS)* **Second Wife** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PST ORIGINATES: KNX	Postum *Young & Rubicam, In*
	P. LORILLARD COMPANY *(248th Week on CBS)* **Talk Your Way Out of This One** **Don't Be Personal**	Friday 6:00–6:15 p.m. PST ORIGINATES: KNX Wednesday 6:00–6:15 p.m. PST ORIGINATES: KNX	Sensation Cigarettes *Lennen & Mitchell, In*
	LOS ANGELES SOAP COMPANY *(74th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 2:30–2:45 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
HE MENNEN COMPANY *8th Week on CBS)* **Bob Garred Reporting** *News*	Mon.,Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream *H. M. Kiesewetter Advertising Agency*	**COLUMBIA PACIFIC NETWORK** *Continued*
ATIONAL LEAD COMPANY *4th Week on CBS)* **Answer Auction** *Quiz*	Thursday 9:30–10:00 p.m. PST ORIGINATES: KNX	National Lead Products *Erwin Wasey & Co.*	
ETER PAUL, INC. *3rd Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*	
LANTERS NUT AND HOCOLATE COMPANY *1st Week on CBS)* **What's On Your Mind?**	Thursday 7:15–7:45 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan Co.*	
OIL OFF MANUFACTURING OMPANY *th Week on CBS)* **Bob Garred Reporting** *News*	Thursday 5:45–5:55 p.m. PST Saturday 7:30–7:45 a.m. PST ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency, Inc.*	
REAKFAST CLUB COFFEE, INC. *th Week on CBS)* **Rita Murray**	Tues., Thurs. 7:45–8:00 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*	**COLUMBIA CALIFORNIA NETWORK**
NOX GELATINE COMPANY *5th Week on CBS)* **Background for Headlines** *News*	Tues., Thurs. 7:50–8:00 p.m. PST Saturday 7:45–8:00 p.m. PST ORIGINATES: KNX	Knox Sparkling Gelatine *Kenyon & Eckhardt, Inc.*	
MERICAN CHICLE COMPANY* *26th Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*	**WABC SPONSORED PROGRAMS**

dd on to number of weeks in which the client has used CBS Network facilities.

WABC SPONSORED PROGRAMS
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BARBASOL COMPANY *(22nd Week on WABC)* **Sports News** with Mel Allen	Tues., Thurs. 6:00–6:05 p.m. Saturday 5:55–6:00 p.m.	Barbasol Shaving Cream *Erwin, Wasey & Co., I*
BATHASWEET CORPORATION* *(16th Week on WABC)* **Ted Steele and his Novachord**	Tuesday 6:15–6:30 p.m.	"Bathasweet" Toilet Goo *H. M. Kiesewetter Advertising Agency, I*
BOND STORES, INC. *(36th Week on WABC)* **Morning Almanac** with Phil Cook	Mon. thru Sat. 7:30–7:45 a.m.	Bond's Men's Clothing *Neff-Rogow, Inc.*
BOSCO, INC. *(53rd Week on WABC)* **News of the World** with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Tues., Thurs. 10:45–11:00 p.m.	"Bosco" Milk Amplifier *Kenyon & Eckhardt,*
BULOVA WATCH COMPANY *(601st Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
DREZMA, INC. *(17th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues. and Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Lynn Baker Compan*
FEDERAL SAVINGS & LOAN ASSOCIATION *(7th Week on WABC)* **The March Through Life**	Monday 10:30–10:45 p.m.	Savings Accounts and Home Loans *Heffelfinger Agency*
GROVE LABORATORIES, INC. *(22nd Week on WABC)* **Odd Side of the News**	Mon., Wed., Fri. 8:25–8:30 a.m.	Bromo Quinine Cold Tablets *J. Walter Thompson Company*

** In addition to number of weeks in which the client has used CBS Network facilities.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
RUG BAKING COMPANY *2nd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley	Friday 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
ARLIN FIREARMS COMPANY **Rising Son** with Larry Elliott *Announcements*	Tues., Thurs., Fri. 6:35–7:00 a.m.	Marlin Razor Blades *Craven & Hedrick, Inc.*
ELVILLE SHOE COMPANY *19th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
R. MILES LABORATORIES, INC. *2th Week on WABC)* **Afternoon News**	Mon. thru Fri. 3:55–4:00 p.m. Saturday 5:50–5:55 p.m.	Alka-Seltzer and One-a-Day Vitamins *Wade Advertising Agency*
. F. MUELLER COMPANY *th Week on WABC)* **Morning News**	Mon. thru Fri. 9:00–9:15 a.m.	Mueller's Macaroni Products *Kenyon & Eckhardt, Inc.*
EW YORK STATE BUREAU OF ILK PUBLICITY *4th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley	Tuesday 8:45–9:00 a.m.	Milk Publicity *J. M. Mathes, Inc.*
LSON RUG CO. *3rd Week on WABC)* **Music of Today**	Mon., Wed., Fri. 8:15–8:20 a.m.	Rugs *Presba, Fellers & Presba, Inc.*
EPSI-COLA COMPANY* *31st Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
ETER PAUL COMPANY* *51st Week on WABC)* **Early Riser's News**	Mon., Wed., Fri. 6:30–6:35 a.m.	Mounds *Platt-Forbes, Inc.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS . . . . . *Page 18*
2. PUBLIC AFFAIRS . . . . . *Page 19*
3. SPECIAL EVENTS . . . . . *Page 20*
4. DRAMATIC SERIES . . . . . *Page 20*
5. SERIOUS MUSIC . . . . . *Page 21*
6. EDUCATIONAL PROGRAMS . . . . . *Page 22*
7. RELIGIOUS BROADCASTS . . . . . *Page 25*
8. VARIETY PROGRAMS . . . . . *Page 26*
9. PERSONALITIES . . . . . *Page 26*
10. CHILDREN'S PROGRAMS . . . . . *Page 27*
11. LIGHT MUSIC . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: FEBRUARY PROGRAMS . . . . . *Page 29*

ews Summaries, Analyses ıd Broadcasts from Europe

HEDULED PERIODS

ONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Larry Leseur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Bucharest; Betty Wason from Athens; Winston Burdette from Belgrade; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams, Paul Sullivan from New York; Albert Warner, Eric Sevareid from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., 2:35–3:00 p.m., SUNDAY, 10:45–11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight, 12:55 a.m., MONDAY THRU SATURDAY; 5:50–5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55–9:00 p.m., SUNDAY; Elmer Davis, 6:30–6:45 p.m., SATURDAY; Paul Sullivan, 6:30–6:45 p.m., FRIDAY. (See also sponsored news programs.)

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leadlines and Bylines

:15–7:30 p.m.

ACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

	PROGRAM AND TIME	DESCRIPTI
NEWS BROADCASTS	**News from All the Americas** 5:00–5:15 p.m. EACH SATURDAY	CBS takes another step toward inter-Ameri unity and friendship in this new series of ne roundups from the important Latin Americ capitals.
PUBLIC AFFAIRS	**Report to the Nation** 6:00–6:30 p.m. EACH SATURDAY	This informal, factual series brings the Am ican people a report each week on the insi workings of their government. The series produced by Brewster Morgan.
	Walter S. Mack 5:15–5:30 p.m. SATURDAY, MARCH 1	Mr. Mack, president of the Pepsi-Cola Co pany, charts out a prophecy of the trend American business in this war year.
	School of Air International Conference 10:15–10:45 p.m. SATURDAY, MARCH 1	Dr. Leo S. Rowe, director general of the P American Union, Nelson Rockefeller, coor nator among the American republics for t Defense Council, and W. B. Lewis, vice-pre dent of CBS, speak in connection with the fir International Conference of the School the Air.
	Income Tax Program 5:30–5:45 p.m. TUESDAY, MARCH 3	Paul D. Seghers and Alfred R. Marks, tw well-known accountants, speak on "Your U. Income Tax Return."
	R. J. Thomas 10:00–10:15 p.m. FRIDAY, MARCH 7	R. J. Thomas, president of the United Aut mobile Workers, discusses the defense polic of his organization.
	Senator Bankhead 10:15–10:30 p.m. SATURDAY, MARCH 8	John H. Bankhead, 2nd, of Alabama spea before the Founders Day Banquet of Si Alpha Epsilon, largest college fraternity.
	President Roosevelt 10:30–11:00 p.m. SATURDAY, MARCH 8	President Roosevelt, Vice-President Wall and Secretary of Agriculture Wickard obser the eighth anniversary of the present Adm istration's farm program.
	President Roosevelt 10:00–10:30 p.m. MONDAY, MARCH 17	An address by the President at dedicati ceremonies marks the formal opening of t National Gallery of Art in Washington.

PROGRAM AND TIME	DESCRIPTION	
·ack Meets 45–10:15 p.m. TURDAY, MARCH 1 AND 8	Ted Husing covers the intercollegiate indoor championships on March 1, and the Knights of Columbus meet on March 8, for the CBS sports audience.	**SPECIAL EVENTS**
ɔorts-Time :00–11:15 p.m. ONDAY THRU SATURDAY	Sports-Time presents news from every field of sport. Ted Husing, Mel Allen, Warren Sweeney are among the reporters; some broadcasts describe the last period of Madison Square Garden basketball games.	
ɔlumbia Workshop :30–11:00 p.m. CH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor supervises production. MARCH 2: "Roadside," by Lynn Riggs, adapted by Alan Fishburn, directed by Earle McGill. MARCH 9: "The Still, Small Voice," written and directed by John E. Mosman. MARCH 16: "Cassidy and the Devil," by Basil Heatter, directed by Guy della Cioppa. MARCH 23: "The Conga," by Vachel Lindsay, adapted by Katherine Lane Anderson, directed by George Zachary: "The Creation," by James Weldon Johnson.	**DRAMATIC SERIES**
·ee Company Presents 00–2:30 p.m. CH SUNDAY	The Free Company, a group of American playwrights and actors eager to combat hostile propaganda, presents a radio play on CBS each Sunday afternoon. In March: MARCH 2: "The Mole on Lincoln's Cheek," by Marc Connelly. MARCH 9: "An American Crusader," by Robert E. Sherwood. MARCH 16: "A Boy Named John," by James Boyd. MARCH 23: A play by Maxwell Anderson. MARCH 30: A play by Sherwood Anderson.	
Ionest Abe" 30–10:00 a.m. CH SATURDAY	This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Wesley Addy, new Broadway matinee idol.	

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra 3:00–4:30 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting on CBS. John Barbirolli is conductor. Deems Taylor intermission commentator. From Carnegie Hall this month: MARCH 2: *Van Vactor:* Overture to a Comedy; *Miaskovsky:* Concerto for Violin and Orchestra. MICHEL PIASTRO, violinist; *Ravel:* Mother Goose Suite. MARCH 9: *Wagenaar:* Symphony in D, No. 3; *Schumann:* Concerto in A minor for piano and orchestra; *Roy Harris:* Three pieces for orchestra. MARCH 16: *Wagner:* Prelude to Lohengrin; *Beethoven:* Third Piano Concerto. SIDNEY FOSTER, pianist; *Mozart:* Symphony in C major. MARCH 23: All *Tchaikowsky program:* Suite for Strings. "Souvenir de Florence"; Concerto in B flat minor, JOSE ITURBI, pianist: Suite from the Ballet "Swan Lake".
Philharmonic Young People's Concert 11:05 a.m.–12:15 p.m. SATURDAY, MARCH 22	The Philharmonic-Symphony Orchestra presents one concert a month especially designed for young people. Rudolph Ganz conducts.
Genevieve Rowe 4:45–5:00 p.m. EACH WEDNESDAY	Each Wednesday Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs.
Clyde Barrie 9:15–9:30 a.m. EACH SUNDAY	Clyde Barrie, Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.
Cincinnati Conservatory of Music 11:05 a.m.–12 noon SATURDAY, MARCH 1, 8, 15, 29	The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists.

PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC	
dianapolis Symphony :30–11:00 a.m. CH SUNDAY	The Indianapolis Symphony Orchestra is conducted by Fabien Sevitsky in this regular Sunday morning CBS feature.
lumbia Concert Orchestra 15–5:45 p.m. ONDAY, TUESDAY, IURSDAY AND FRIDAY	The winter schedule for the Columbia Concert Orchestra includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Bernard Herrmann.
all of Song 30–8:00 p.m. TURDAY, MARCH 8 AND 15	Genevieve Rowe is heard in this new series of song. On March 8 her singing partner is John Tyers, on March 15 Earl Wrightson. Howard Barlow and the Columbia Concert Orchestra accompany.
tional Federation Music Clubs 50–5:45 p.m. CH WEDNESDAY	This series of six programs by leading American choral groups concludes in March. The March 5 broadcast originates in Cincinnati, March 12 in Louisville. The series was arranged with the cooperation of the National Federation.
lla Pessl RIOUS HOURS	Yella Pessl is heard in four harpsichord recitals a week principally of seventeenth and eighteenth century compositions. Conductor
brary of Congress 00–3:55 p.m. CH SATURDAY	This series, which starts March 1, features the Budapest Quartet in well-known compositions for strings. The series is under the auspices of the Whittall Foundation.
EDUCATIONAL PROGRAMS	
ll Session 00–4:30 p.m. CH SATURDAY	"Bull Session," Columbia's student forum on current events, has returned to the air for a new series.
nerica in Transition 45–3:55 p.m. H TUESDAY	This new series features interviews of artists, scientists and technologists by John Allen Wolf on their work. The program was originated by Beatrice Chinnock.

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Invitation to Learning 10:15–10:45 p.m. EACH TUESDAY	This series invites listeners to read the world's great books. Huntington Cairns, Allen Tate and Mark Van Doren discuss the books, and the program occasionally features guests.
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.
Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY	CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.
Columbia's Country Journal 12:00–12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round up of farm news and interviews distinguished agricultural authorities and leaders.
Highways to Health 12:45–1:00 p.m. EACH SATURDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.
Exploring Space 3:45–3:55 p.m. EACH FRIDAY	This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

PROGRAM AND TIME	DESCRIPTION
nerican School of the Air 15–9:45 a.m. astern Time Zone) 30–2:55 p.m. entral Time Zone) 30–10:00 a.m. lountain Time Zone) 00–2:30 p.m. acific Time Zone) NDAY THRU FRIDAY	The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series. MONDAYS—*Americans at Work* MARCH 3: Coal. MARCH 10: Iron. MARCH 17: Precious Stones. MARCH 24: Tin. MARCH 31: Copper. TUESDAYS—*Wellsprings of Music* MARCH 4: Negro Work Songs. MARCH 11: Work Rhythms and Marches. MARCH 18: Sailor Songs. MARCH 25: Music of the Sea. WEDNESDAYS—New Horizons MARCH 5: Man-Made Waterways. MARCH 12: Steam Conquers Wind and Current. MARCH 19: Waters for Green Pastures. MARCH 26: Oil on Quiet Waters. THURSDAYS—*Tales from Far and Near* MARCH 6: The Great Geppy. MARCH 13: Presented in Cooperation with "Junior Programs, Inc." MARCH 20: America's Traditional Folk Ballads. MARCH 27: The Dauntless Liberator. FRIDAYS—*This Living World* MARCH 7: Immigrants All. MARCH 14: New Culture in the Americas. MARCH 21: America's Health. MARCH 28: Pan-American Relations.
dventures in Science 45–3:55 p.m. CH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
f Men and Books 30–3:00 p.m. CH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently-published books and brings their authors to the CBS microphone.

Church of the Air

10:00–10:30 a.m.
1:00–1:30 p.m.
EACH SUNDAY

The Church of the Air is presenting its eight consecutive year of Sunday morning and afte noon religious broadcasts. In March:

MARCH 2: *Morning:* Dr. Carey S. Osborn North Baptist Church, Port Chester, N. Y.

Afternoon: Rev. L. K. Bishop, Central Chur of Christ, Des Moines.

MARCH 9: *Morning:* Rev. Dr. Arnold Low King's Highway Presbyterian Church, S Louis.

Afternoon: Rev. Cornelius P. Teulings, As ciate professor of philosophy and religi St. Joseph College, West Hartford, Conn.

MARCH 16: *Morning:* Dr. C. Franklin Ko Board of Social Missions, New York Ci (Lutheran).

Afternoon: Rev. Dr. John Klaaren, First R formed Church of Roseland, Chicago.

MARCH 23: *Morning:* Bishop Adna Wrig Leonard, Methodist Church, Washingto (D. C.) Area.

Afternoon: Rev. Thomas F. Coakley, D.D Sacred Heart Church, Pittsburgh.

MARCH 30: *Morning:* Rev. Dr. Howard Sto Anderson, First Congregational Church, Was ington, D. C.

Afternoon: Rabbi David de Sola Pool, Spa ish and Portuguese Synagogue, New York Cit

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Wings Over Jordan

9:30–10:00 a.m.
EACH SUNDAY

This program of religious talks and spiritua is presented by outstanding Negro leaders a educators and a choir of thirty-five voices.

MARCH 2: Prof. F. D. Wilkinson, Washi ton, D. C. (71th anniversary of Howard U versity).

MARCH 9: Attorney Leon P. Miller, Wel West Virginia.

MARCH 16: Moss Kyles Hendrix, Atlanta, G

MARCH 23: Mr. A. L. Lewis, Jacksonville, Fl

MARCH 30: Mrs. Cordelia Green Johns President, National Beauty Culturists Leag Jersey City, N. J.

PROGRAM AND TIME	DESCRIPTION	
		VARIETY
et the Music 05–11:30 p.m. H SUNDAY	Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.	
tinee at Meadowbrook 0–5:00 p.m. H SATURDAY	Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.	
nging Bee" 00–10:30 a.m. H SATURDAY	Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto. Contestants get cash awards for being able to identify a song and then singing, humming, or whistling it.	
l About Town 30–10:45 p.m. H MONDAY, DNESDAY AND FRIDAY	Joan Edwards, singing star and pianist, is the "Girl About Town" in this new musical series. She is accompanied by Cy Walters and Johnny Garde, duo-pianists.	
		PERSONALITIES
Friend in Deed 0–3:45 p.m. NDAY THRU FRIDAY	Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.	
ajor Bowes' Family 30–12:30 p.m. H SUNDAY	Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.	
utdoors with Bob Edge 5–6:30 p.m. H THURSDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.	
Politics 30–2:00 p.m. H SATURDAY	The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except "No Politics."	

	PROGRAM AND TIME	DESCRIPTION
PERSONALITIES	**The Old Dirt-Dobber** 10:30–11:00 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WLA in Nashville, "the old dirt-dobber," answ queries about trees, plants, birds, and inse
CHILDREN'S PROGRAMS	**Let's Pretend** 1:00–1:30 p.m. EACH SATURDAY	This series, which dramatizes the worl greatest fairy tales, has won more awards th any other children's program. Directed Nila Mack and presented by a cast of chi actors, "Let's Pretend" has already in 19 won the Radio Daily Award as the best c dren's program on the air, the Scripps-How nationwide poll of radio editors, and t Women's National Radio Committee Awar
	"March of Games" 1:30–2:00 p.m. EACH SUNDAY	Children who like asking questions and th who like answering get a chance on this qu program originated by Natalie Purvin Pra Nila Mack directing. Arthur Ross is MC: Sy Trent, 12, is "Miss Drum Major."
LIGHT MUSIC	**CBS Vocalists** VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal p grams includes many young singers of po lar songs in many styles and interpretatio Among the current vocalists are: Joan Edwards — Jack Leonard Burl Ives — Genevieve Row
	Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS	These harmony groups are featured on t Columbia Network through the week. E group has a distinctive vocal style and is CBS favorite.
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a f schedule of current hits and old favorites Columbia listeners each evening. These t ranking bands are scheduled for March: George Duffy — Guy Lombardo Shep Fields — Vincent Lopez Walter Gross — Vaughn Monroe Gene Krupa — José Morand Joey Kearns — Jerry Wald

PROGRAM AND TIME	DESCRIPTION	
S SHORT WAVE ROADCAST SCHEDULE EUROPE AND UTH AMERICA	Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.	
ws Broadcasts English) :15–10:30, 11:30–11:45 a.m. 30–1:45, 5:45–6:00, 0–6:15 p.m. NDAY THRU FRIDAY Italian, German, French, Polish) :00 noon-1 p.m., 4:30–5:30 p.m. NDAY THRU SATURDAY :00 noon–1 p.m., 5–6 p.m. NDAY	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.	SPECIAL CBS BROADCASTS TO EUROPE
ollywood News NDAY, 2:45–3:00 p.m. URSDAY, 7:45–8:00 p.m. NDAY, 7:45–8:00 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.	
ws in Spanish :00–10:05 p.m. NDAY THRU SUNDAY 45–7:00 p.m. NDAY THRU FRIDAY 0–7:15 p.m., SAT. (WCBX) :30–12:15 p.m., 2:30–2:15 p.m. 45–6:00 p.m. NDAY THRU FRIDAY (WCAB)	World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia. Saturday and Sunday by Americo Lugo-Romero (both of WCBX). Monday through Friday by Adriano A. Rubio (WCAB).	SPECIAL CBS BROADCASTS TO SOUTH AMERICA
ews in Portuguese 15–7:30 p.m. NDAY THRU FRIDAY	Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.	
armen Castelo's American ravelogues in Spanish RST WEDNESDAY OF EACH ONTH, 8–8:15 p.m.	Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.	
ultural News in Spanish RIDAY, 9:00–9:15 p.m.	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.	
armen Castelo's Broadway olumn in Spanish RIDAY, 7:30–7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.	

ADDENDA: FEBRUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of February programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

FEBRUARY 1: I. M. Ornburn, secretary-treasurer of the Union Label Trades Department of the American Federation of Labor, discussed "Union Label Buying Power" in a special CBS address, 2–2:15 p.m.

FEBRUARY 1: CBS broadcast a roundtable discussion, pro and con, on the lend-lease bill now before the Senate. Participants were Senator Gerald P. Nye, a staunch foe of the measure; Alf M. Landon, 1936 Republican candidate for the presidency; and Clark M. Eichelberger, a leading member of the Committee to Defend America by Aiding the Allies, 2:30–3 p.m.

FEBRUARY 7: Senator Arthur Capper (R) of Kansas posed the question "Shall Uncle Sam Police the World?" and answered it in a special CBS address from Washington, 10:30–10:45 p.m.

FEBRUARY 8 & 15: CBS broadcast two special programs, entitled "Calling All Citizens," in an effort to stimulate greater interest on the part of American women in the affairs of government and the defense of democracy. The programs, arranged in cooperation with the newly-formed Active Citizens' League, featured Kate Smith, Paul V. McNutt, Mrs. Wendell Willkie, and others, 2:30–3 p.m.

FEBRUARY 8: Rev. Maurice Sheehy of the Catholic University of America assailed "The Fence Sitters," his name for American isolationists, in a special CBS address from Washington, 5:40–5:50 p.m.

FEBRUARY 9: Douglas Fairbanks, Jr., Dr. Harry Gideonse, president of Brooklyn College, Admiral William H. Standley, and other publicists, veterans, labor leaders, government workers, and business men were heard in an eight-city roundup in behalf of aid to Britain. The symposium, held under the auspices of the Committee to Defend America by Aiding the Allies, included pickups from New York, Washington, Detroit, Hollywood, Boston, Louisville, and Chicago, 2–2:30 p.m.

FEBRUARY 12: Frank Knox, Secretary of the Navy, spoke on "Anti-American Activities," in a special Lincoln's Birthday address on CBS, 10:15–10:30 p.m.

FEBRUARY 12: Governor Philip LaFollette of Wisconsin discussed the implications of the Lend-Lease Bill in a special CBS address from Chicago, 10:30–10:45 p.m.

FEBRUARY 14: Estelle M. Sternberger, executive director of World Peaceways, spoke on the topic, "Can America Turn the Tide?", 10:10–10:15 p.m.

FEBRUARY 15: Three million members of the Parent Teachers Association throughout the nation were urged to cooperate in the solution of local problems growing out of the national defense program. The speaker was Mrs. William Kletzer, president of the National Congress of Parents and Teachers. 5:30–5:45 p.m.

FEBRUARY 15: Quentin Reynolds, London correspondent who recently returned to the United States from the British capital, was heard in a talk on Britain under fire from WBBM, Chicago. 10:30–10:45 p.m.

FEBRUARY 16: Herbert C. Hoover, former president of the United States, was heard in an address entitled, "The March of Hunger in Europe—With New Proposals of Relief for the Invaded Democracies." His talk was arranged by the National Committee on Food for the Small Democracies, of which Mr. Hoover is national chairman, 10:30–11 p.m.

FEBRUARY 20: Senator Claude A. Pepper (D) of Florida urged support of the Lend-Lease Bill in a special CBS address, 10:15–10:30 p.m.

FEBRUARY 20: Immediately after Senator Pepper's address, Senator Bennett Champ Clark (D) of Missouri assailed the Lend-Lease Bill, at present being deliberated upon by the U. S. Senate, 10:30–10:45 p.m.

FEBRUARY 21: Senator John A. Danaher (R) of Connecticut and Fred Harris, National Commander of the Jewish War Veterans, joined in a fifteen-minute broadcast on national defense, 10–10:15 p.m.

FEBRUARY 22: In the first of several Washington's Birthday political addresses, Senator James Mead (D) of New York urged passage of the President's Lend-Lease Bill in the U. S. Senate, 2:45–3 p.m.

FEBRUARY 22: National Brotherhood Week was ushered in with an address by Dr. Frank Kingdon, under the auspices of the National Conference of Christians and Jews, on "Our Union—Strength Through Freedom," 5:15–5:30 p.m.

FEBRUARY 22: Archibald MacLeish, Librarian of Congress and one of the nation's leading poets, presented his conception of "The New Americanism" in a Washington's Birthday address from the nation's capital, 5:30–5:45 p.m.

FEBRUARY 22: Senator Harry S. Truman, Grand Master of the Grand Lodge of Missouri, discussed "Washington as a Man and a Mason" in a special broadcast on the anniversary of the first president's birthday, 10:15–10:30 p.m.

FEBRUARY 22: Senator Burton K. Wheeler (D) of Montana, leader of the Senate bloc which is waging a vigorous struggle against passage of the Lend-Lease Bill, discussed the reasons for his position in a special CBS address, 10:35–10:45 p.m.

FEBRUARY 25: Dr. Aurelio Ferandez Concheso, recently-appointed Cuban Ambassador to the United States, told Columbia Network listeners of his own nation's Independence Day. Speaking in English from Washington, the Cuban envoy entitled his talk, "The 24th of February—Cuba's 4th of July," 5:30–5:45 p.m.

FEBRUARY 27: Senator Charles W. Tobey (R) of New Hampshire posed the question, "Which Way America?" in a special half-hour talk on the international situation, 10:15–10:45 p.m.

FEBRUARY 28: The Joint Army and Navy Committee on Welfare and Recreation discussed problems of entertainment and morale among America's armed forces in a special roundtable broadcast from Washington. Participants were Frederick H. Osborn, chairman of the committee; Dr. Clarence Dykstra, director of the Selective Service

System; Robert E. Sherwood, playwright; and Charles P. Taft of the Cincinnati City Council, 11:30–12 midnight.

SPECIAL EVENTS

FEBRUARY 6: CBS broadcast the 100th edition of the N. Y. A. Varieties from the National Youth Administration Radio Workshop in New York. Aubrey Williams, national administrator of the Youth Act, spoke from Washington. 5:15–5:45 p.m.

FEBRUARY 8: From the snug quarters of the Hanover Inn Ski Hut, Bob Edge presided over a special CBS broadcast describing the annual Dartmouth College Winter Carnival. Chilean, Norwegian, and Canadian teams joined the Dartmouth skiers in this year's carnival, and members of these teams were brought to the microphone, 10:30–10:45 p.m.

FEBRUARY 19: CBS listeners heard the first in a series of regularly scheduled broadcasts by Music Clubs all over the country. 5:30–5:45 p.m.

FEBRUARY 20: Columbia listeners heard a preview to the Rio de Janeiro carnival, originating at the propaganda ministry of the Brazilian Government, 5:30–5:45 p.m.

FEBRUARY 22: The golden anniversary of the American debut of Ignace Jan Paderewski, great Polish pianist and statesman, was celebrated on CBS by a special program of Polish music. Nicolai Berezowsky conducted the Columbia Concert Orchestra in the program and assisting artists were Hubert Hendrie, baritone; Vera Brodsky, accompanist, and Miecio Horozowsky, pianist, 7:30–8 p.m.

FEBRUARY 22: Ted Husing described the National Indoor A. A. U. Track and Field Championships in a special CBS sports broadcast from Madison Square Garden, 9:45–10:15 p.m.

FEBRUARY 24 AND 26: Four special broadcasts were heard on CBS from the annual convention of the American Association of School Administrators in Atlantic City. The first on February 24 features the Detroit Schoolmen's Club Chorus in a program of chorals (3:45–3:55 p.m.) and the second on the same day brought President Isaiah Bowman of Johns Hopkins University and Dean W. F. Russell of Columbia University to the microphone in special addresses. On February 26, Chairman Henry H. Hill and Secretary Frank W. Hubbard of the Convention Summarization Committee were heard in a report on Convention News, (3:45–3:55 p.m.) and later in the evening three educational leaders—Joseph Rosier, Ben G. Graham, and Nicholas Bauer—were heard in a forum on the subject, "Education and Defense," 10:15–10:30 p.m.

FEBRUARY 27: An address by President Roosevelt in connection with the annual awards of the Motion Picture Academy of Arts and Sciences was broadcast over CBS. On the same broadcast, stars and films will receive the awards, popularly called "Little Oscars," 11:45–12 midnight.

FEBRUARY 28: Mary Margaret McBride, CBS "Columnist of the Air," was heard in a special broadcast from the General Electric Company's "House of Better Living" in Bridgeport, Connecticut, 3–3:15 p.m.

FEBRUARY 28: CBS devoted a special program to the World Day of Prayer, held under the auspices of the National Conference of Churchwomen and observed simultaneously in 51 countries throughout the world, 5:30–5:45 p.m.

FEBRUARY 28: John H. Whitney, newly-elected President of the Museum of Modern Art, was heard over CBS in an address from the museum's auditorium, 10–10:15 p.m.

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CBS PROGRAM BOOK · APRIL, 1941

A young quiz contestant answers a "tough one" posed by Master Arthur Ross as Columbia's famed "March of Games" celebrates its third year on CBS air (see page 27).

APRIL, 1941

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY *(28th Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 38 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
DOUBLEMINT GUM *(459th Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 69 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EVERSHARP, INC. *(79th Week on CBS)* **Take It or Leave It** with Bob Hawk, MC, David Ross *Quiz*	Sunday 10:00–10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pen *The Biow Company*
FLORIDA CITRUS COMMISSION *(58th Week on CBS)* **Mary Margaret McBride** *Talks*	Mon. thru Fri. 3:00–3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit *Arthur Kudner, Inc.*
FORD MOTOR COMPANY *(364th Week on CBS)* **Sunday Evening Hour** Ford Symphony Orchestra and Chorus, guest conductors, and soloists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln *McCann-Erickson, In*
GENERAL FOODS CORPORATION *(306th Week on CBS)* **We, the People** with Gabriel Heatter and guests *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 81 CBS stations ORIGINATES: WABC	Sanka *Young & Rubicam, In*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12:00–12:55 a.m.* 91 CBS stations ORIGINATES: KNX	Grape Nuts *Young & Rubicam, In*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *Continued*	Mon. thru Fri. 12:00–12:15 p.m. 79 CBS stations ORIGINATES: KNX	Swansdown Cake Flour *Young & Rubicam, Inc.* Diamond Crystal Salt *Benton & Bowles, Inc.*
Kate Smith Speaks; News *Talks and news*		
Home of the Brave *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 80 CBS stations ORIGINATES: WABC	Calumet Baking Powder Swansdown Cake Flour *Young & Rubicam, Inc.*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast 6:30–6:45 p.m.* 59 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 6:00–6:15 p.m.* 84 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 4:45–5:00 p.m. *Rebroadcast 3:30–3:45 p.m.* 44 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
Portia Faces Life *Serial drama*	Mon. thru Fri. 4:00–4:15 p.m. *Rebroadcast 12:15–12:30 p.m.* 84 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes *Benton & Bowles, Inc.*
GENERAL MILLS, INC. *(538th Week on CBS)*	Mon. thru Fri. 10:00–10:15 a.m. 32 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
By Kathleen Norris *Dramatization of her novels*		
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 9:45–10:00 a.m. *Rebroadcast 11:45–12:00 noon* 33 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 9:45–10:00 a.m. *Rebroadcast 11:45–12:00 noon* 33 CBS stations ORIGINATES: WBBM	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
GILLETTE SAFETY RAZOR COMPANY *(98th Week on CBS)* **Elmer Davis** *News*	Tues., Fri. 8:55–9:00 p.m. 57 CBS stations ORIGINATES: WABC	Gillette Shaving Cream. Safety Razors and Blade *Maxon, Inc.*
GULF OIL CORPORATION *(373rd Week on CBS)* **Gulf Screen Guild Theatre** with Roger Pryor, MC, screen stars. Oscar Bradley's Orchestra. John Hiestand	Sunday 7:30–8:00 p.m. 79 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, In*
INTERNATIONAL SILVER COMPANY *(160th Week on CBS)* **Silver Theatre** Conrad Nagel, Narrator-director, and guest stage and screen stars	Sunday 6:00–6:30 p.m. 57 CBS stations ORIGINATES: KNX	International Sterling an 1847 Rogers Bros. Silverplate *Young & Rubicam, In*
IRONIZED YEAST CO., INC. *(80th Week on CBS)* **Court of Missing Heirs** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 mid.* 75 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, In*
JOHNSON & JOHNSON (Beginning April 5) **Voice of Broadway** with Dorothy Kilgallen	Saturday 11:30–11:45 a.m. *Rebroadcast* *2:30–2:45 p.m.* 59 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, I*
LADY ESTHER, LTD. *(382nd Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Monday 10:00–10:30 p.m. 64 CBS stations ORIGINATES: WABC	Face Powder, Face Crea Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(296th Week on CBS)* **Lux Radio Theatre** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*

TALENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *(Continued)*		
Hollywood Premiere with Luella Parsons and guest stars *Drama*	Friday 10:00–10:30 p.m. 71 CBS stations ORIGINATES: KNX	Lifebuoy Health Soap *William Esty & Company, Inc.*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast 9:30–10:00 p.m.* 75 CBS stations 30 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 64 CBS stations ORIGINATES: WABC	Lifebuoy *William Esty & Company, Inc.*
Big Sister with Alice Frost, Martin Gabel *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast 2:00–2:15 p.m.* 75 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 2:15–2:30 p.m.* 63 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(430th Week on CBS)*	Tues., Wed., Thurs. 10:00–10:15 p.m. 97 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
Glenn Miller and His Orchestra with Paula Kelly, Ray Eberle, and the Modernaires		
Professor Quiz with Bob Trout *Questions and answers*	Tuesday 10:15–10:45 p.m. 70 CBS stations ORIGINATES: WABC	Velvet Pipe and Cigarette Tobacco *Newell-Emmett Co., Inc.*
THOMAS J. LIPTON, INC. *(28th Week on CBS)*	Sunday 8:00–8:30 p.m. *Rebroadcast 10:30–11:00 p.m.* 94 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra, and Harry von Zell		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
MAGAZINE REPEATING RAZOR COMPANY *(5th Week on CBS)* **Duffy's Tavern** starring Ed Gardner as "Archie", Shirley Booth, John Kirby's Band, guest stars	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 55 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
PENN TOBACCO COMPANY *(79th Week on CBS)* **Vox Pop** Parks and Wally *Quiz*	Thursday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: ON TOUR	Kentucky Club Pipe Tobacco *Ruthrauff & Ryan, Inc*
PET MILK SALES CORPORATION *(385th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars	Saturday 9:45–10:15 p.m. 55 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 67 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(243rd Week on CBS)* **Great Moments from Great Plays** Directed by Charles Martin with guest stars and Ray Block's Orchestra *Dramas of O'Neill, Shaw, Ibsen, and others*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 90 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, In*
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 71 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, I*
THE PROCTER & GAMBLE CO. *(336th Week on CBS)* **Those We Love** with Nan Grey, Donald Woods, Richard Cromwell *Drama*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 71 CBS stations ORIGINATES: KNX	Teel Drene *H. W. Kastor & Sons*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. *Rebroadcast 11:30–11:45 a.m.* 22 CBS stations ORIGINATES: WABC	Oxydol *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 17 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 37 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 34 CBS stations ORIGINATES: WBBM	Camay *Pedlar & Ryan, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 38 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 26 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(97th Week on CBS)*	Mon. thru Fri. 12:15–12:30 p.m. 52 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
When a Girl Marries *Serial drama*		
R. J. REYNOLDS TOBACCO COMPANY *(413th Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 60 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
Al Pearce and His Gang with Margaret Brayton, Artie Auerbach, Arthur Q. Bryan, Wendell Niles, Dick Lane and guests *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 83 CBS stations ORIGINATES: KNX	

STATION AND PROGRAM	TIME	PRODUCT AND AGENCY
SPEARMINT GUM *(158th Week on CBS)* **Scattergood Baines** *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 79 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*	Sunday 6:55–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	
E. R. SQUIBB & SONS *(39th Week on CBS)* **Frank Parker in Golden Treasury of Song** *Musical*	Mon. thru Fri. 3:15–3:30 p.m. 43 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(201st Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players", Wynn Murray *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 88 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(305th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 52 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
COLUMBIA NEW ENGLAND NETWORK		
ALEXANDER SMITH & SONS CARPET COMPANY *(9th Week on CBS)* **The New England Home** with Clara Dudley *Talks on interior decoration*	Mon., Wed., Fri. 3:30–3:45 p.m. ORIGINATES: WEEI	Carpets *Anderson, Davis & Platte, Inc.*
COLUMBIA PACIFIC NETWORK		
AMERICAN CHICLE COMPANY *(4th Week on CBS)* **By the Way** with Bill Henry	Wed., Fri. 6:15–6:30 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THASWEET CORPORATION *h Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
LONIAL DAMES, INC. *h Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 9:55–10:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
NERAL FOODS CORPORATION *6th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PST ORIGINATES: KNX	Postum *Young & Rubicam, Inc.*
NERAL PETROLEUM COMPANY CALIFORNIA *th Week on CBS)* **I Was There**	Sunday 9:00–9:30 p.m. ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
CHARD HUDNUT *th Week on CBS)* **Hollywood Showcase** (Beginning April 27)	Tuesday 9:30–10:00 p.m. ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
LORILLARD COMPANY *3rd Week on CBS)* **Talk Your Way Out of This One** **Don't Be Personal** *Quiz*	Friday 6:00–6:15 p.m. PST ORIGINATES: KNX Sunday 9:30–10:00 p.m. PST ORIGINATES: KNX	Sensation Cigarettes *Lennen & Mitchell, Inc.*
S ANGELES SOAP COMPANY *th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 2:30–2:45 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
COLUMBIA PACIFIC NETWORK *Continued*	**THE MENNEN COMPANY** *(103rd Week on CBS)* **Bob Garred Reporting** *News*	Mon.,Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream *H. M. Kiesewetter Advertising Agency*
	NATIONAL LEAD COMPANY *(39th Week on CBS)* **Answer Auction** *Quiz*	Thursday 9:30–10:00 p.m. PST ORIGINATES: KNX	National Lead Products *Erwin Wasey & Co.*
	PETER PAUL, INC. *(38th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
	PLANTERS NUT AND CHOCOLATE COMPANY *(26th Week on CBS)* **What's On Your Mind?**	Thursday 7:15–7:45 p.m. PST Beginning April 7 Monday 9:30–10:00 p.m. ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan*
	SOIL OFF MANUFACTURING COMPANY *(9th Week on CBS)* **Bob Garred Reporting** *News*	Thursday 5:45–5:55 p.m. PST Saturday 7:30–7:45 a.m. PST ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency,*
COLUMBIA CALIFORNIA NETWORK	**BREAKFAST CLUB COFFEE, INC.** *(13th Week on CBS)* **Voice of Friendship** with Rita Murray	Tues., Thurs. 7:45–8:00 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shacklefor Advertising Agency*
	KNOX GELATINE COMPANY *(18th Week on CBS)* **Background for Headlines with Bob Garred**	Tues., Thurs. 7:50–8:00 p.m. PST Saturday 7:45–8:00 p.m. PST ORIGINATES: KNX	Knox Sparkling Gelatin *Kenyon & Eckhardt,*
	SEASIDE OIL COMPANY **Seaside Spelling Bee Liner** (Begins April 13)	Sunday 5:30–5:55 p.m. PST Beginning April 27 4:30–4:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline Silverol Motor Oil *The McCarthy Compa*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN CHICLE COMPANY* *(31st Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
BARBASOL COMPANY *(27th Week on WABC)* **Sports News** with Mel Allen	Tues., Thurs. 6:10–6:15 p.m. Saturday 5:55–6:00 p.m.	Barbasol Shaving Cream *Erwin, Wasey & Co., Inc.*
BATHASWEET CORPORATION* *(21st Week on WABC)* **Ted Steele and his Novachord**	Tuesday 6:15–6:30 p.m.	"Bathasweet" Toilet Goods *H. M. Kiesewetter Advertising Agency, Inc.*
BOND STORES, INC. *(41st Week on WABC)* **Morning Almanac** with Phil Cook	Mon. thru Sat. 7:30–7:45 a.m.	Bond's Men's Clothing *Neff-Rogow, Inc.*
THE BORDEN COMPANY **Announcements** (Begins April 23)	Wed., Fri., Sat. 6:45–6:46:30 p.m.	Borden's Ice Cream *Pedlar & Ryan, Inc.*
BULOVA WATCH COMPANY *(606th Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
CRAWFORD CLOTHES, INC. *(8th Week on WABC)* **Odd Side of the News**	Mon., Wed., Fri. 8:25–8:30 a.m.	Men's Clothing *Al Paul Lefton*
DREZMA, INC. *(22nd Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues. and Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Lynn Baker Company*

** In addition to number of weeks in which the client has used CBS Network facilities.*

WABC SPONSORED PROGRAMS
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
FEDERAL SAVINGS & LOAN ASSOCIATION *(12th Week on WABC)* **The March Through Life**	Monday 10:30–10:45 p.m.	Savings Accounts and Home Loans *Heffelfinger Agency*
KRUG BAKING COMPANY *(67th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley	Friday 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
P. LORILLARD COMPANY* *(4th Week on WABC)* **Record of the Day**	Mon., Wed., Fri. 8:20–8:25 a.m.	Old Gold Cigarettes *J. Walter Thompson Co*
MARLIN FIREARMS COMPANY *(19th Week on WABC)* **Rising Son** with Larry Elliott *Announcements*	Tues., Thurs., Fri. 6:35–7:00 a.m.	Marlin Razor Blades *Craven & Hedrick, In*
MELVILLE SHOE COMPANY *(124th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
MILES LABORATORIES, INC. *(17th Week on WABC)* **Afternoon News**	Mon. thru Fri. 3:55–4:00 p.m. Saturday 5:50–5:55 p.m.	Alka-Seltzer and One-a-Day Vitamins *Wade Advertising Agency*
C. F. MUELLER COMPANY *(14th Week on WABC)* **Morning News**	Mon. thru Fri. 9:00–9:15 a.m.	Mueller's Macaroni Products *Kenyon & Eckhardt, In*
NEW YORK STATE BUREAU OF MILK PUBLICITY *(24th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley	Tuesday 8:45–9:00 a.m.	Milk Publicity *J. M. Mathes, Inc.*

** In addition to number of weeks in which the client has used CBS Network facilities.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OXZEMA CHEMICAL CO., INC. (Beginning April 12) **Battle of the Boroughs**	Saturday 9:45–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan, Inc.*
LSON RUG CO. *8th Week on WABC)* **Music of Today**	Mon., Wed., Fri. 8:15–8:20 a.m.	Rugs *Presba, Fellers & Presba, Inc.*
EPSI-COLA COMPANY* *6th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
ETER PAUL COMPANY* *6th Week on WABC)* **Early Riser's News**	Mon., Wed., Fri. 6:30–6:35 a.m.	Mounds *Platt-Forbes, Inc.*
ELECT THEATRES CORP. *0th Week on WABC)* **Midnight News**	Mon., Tues., Wed. 12:00–12:05 a.m.	Hellzapoppin *Blaine-Thompson Co., Inc.*
EST DISINFECTING COMPANY (Beginning April 7) **It Takes a Woman**	Mon., Wed., Fri. 8:25–8:30 a.m.	CN *Moser & Cotins, Inc.*

n addition to number of weeks in which the client has used CBS Network facilities

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS . . . . . *Page 20*
2. PUBLIC AFFAIRS . . . . . *Page 21*
3. DRAMATIC SERIES . . . . . *Page 21*
4. SERIOUS MUSIC . . . . . *Page 22*
5. EDUCATIONAL PROGRAMS . . . . . *Page 23*
6. RELIGIOUS BROADCASTS . . . . . *Page 25*
7. VARIETY PROGRAMS . . . . . *Page 26*
8. PERSONALITIES . . . . . *Page 26*
9. CHILDREN'S PROGRAMS . . . . . *Page 27*
10. LIGHT MUSIC . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: MARCH PROGRAMS . . . . . *Page 29*

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Berlin; Cecil Brown from Rome; Leigh White from Athens; Betty Wason from Athens; Winston Burdette from Ankara; Farnsworth Fowle from Belgrade; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., 2:35-3:00 p.m., SUNDAY, 2:30–3:00, 10:45–11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 5:50–5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., SUNDAY, 6:30–6:45 p.m., SATURDAY; Paul Sullivan, 6:30–6:45 p.m., FRIDAY. (See also sponsored news programs.)

Headlines and Bylines

7:15–7:30 p.m.
EACH SUNDAY

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

	PROGRAM AND TIME	DESCRIPTION
NEWS BROADCASTS	**News from All the Americas** 5:00–5:15 p.m. EACH SATURDAY	CBS takes another step toward inter-American unity and friendship in this new series of news roundups from the important Latin American capitals.
PUBLIC AFFAIRS	**Report to the Nation** 6:00–6:30 p.m. EACH SATURDAY	This informal, factual series, produced by Brewster Morgan, shows the American people the inside workings of their own government.
	Your Town and Ours 7:30–8:00 p.m. EACH MONDAY	The nation's capital, in terms of the men and women who work and live there, is dramatically presented in this new series with Eric Sevareid and a distinguished cast.
DRAMATIC SERIES	**Columbia Workshop** 10:30–11:00 p.m. EACH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor supervises production. APRIL 6: "The Rocking-Horse Winner" by D. H. Lawrence, adapted by W. H. Auden. APRIL 13: "The Glory Machine" by Eric Arthur, and "The House" by André Maurois, both directed by Howard Barnes; "The Brooklyn Cantata" by George Kleinsinger, lyrics by Michael Stratton, conducted by Bernard Herrmann. APRIL 27: "26 By Corwin" series begins, with Norman Corwin as director and writer.
	Free Company Presents 2:00–2:30 p.m. EACH SUNDAY	The Free Company, a group of American playwrights and actors eager to combat hostile propaganda, presents a radio play on CBS each Sunday afternoon. In April: APRIL 6: A play by Orson Welles. APRIL 13: "The States Talking" by Archibald MacLeish. APRIL 20: "The Miracle of the Danube" by Maxwell Anderson. APRIL 27: "A Start in Life" by Paul Green.
	"Honest Abe" 11:05–11:30 a.m. EACH SATURDAY	This Saturday morning series, written by E. P. Conkle, starring Wesley Addy, dramatizes episodes in the early life of Abraham Lincoln.

PROGRAM AND TIME	DESCRIPTION
ew York Philharmonic-ymphony Orchestra 00–4:30 p.m. ACH SUNDAY	The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year on CBS. John Barbirolli is conductor, Deems Taylor intermission commentator. APRIL 6: *Wolf-Ferrari; Grieg; Franck.* APRIL 13: *All Wagner program.*
enevieve Rowe 45–5:00 p.m. ACH WEDNESDAY	Each Wednesday Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs.
incinnati Conservatory f Music :30–8:00 p.m. ATURDAY, APRIL 5 UNDAYS, 10:30–11:00 a.m.	The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra.
outhern Serenade :15–9:15 a.m. ACH WEDNESDAY	A half hour of song and rhythm from the South, with the mellow voices of the Four Clubmen, Louise Wilcher at the organ.
olumbia Concert Orchestra :15–5:15 p.m. ONDAY, TUESDAY, HURSDAY AND FRIDAY	The concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Bernard Herrmann.
ymphony Club Orchestra f Philadelphia :30–8:00 p.m. UNDAY, APRIL 12, 19, 26	An amateur group of 100 talented players, sponsored by Edwin Fleisher of the Free Library of Philadelphia, perform under the able direction of William S. Happich.
ibrary of Congress :00–3:55 p.m. ACH SATURDAY	This series, under the auspices of the Whittall Foundation, features the Budapest Quartet in well-known compositions for strings.
BS Easter Program 12:00–12:55 a.m. THURSDAY, APRIL 10	The Columbia Concert Orchestra with soloists and chorus, conducted by Howard Barlow, is heard in a performance of *Rossini's* "Stabat Mater."
hoir of All Angels' Church 1:00–11:30 p.m. RIDAY, APRIL 11	Andrew Tietjen conducts this famous choir in a celebration of Easter Week with the "German Requiem" by *Brahms.*

CBS ADULT EDUCATION BOARD	"Invitation to Learning" and "The Peopl Platform" are presentations of the Departme of Education, arranged with the counsel Columbia's Adult Education Board. Membe of the Board, representative of the nation leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH GEORGE EDGAR VINCENT WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Invitation to Learning 9:30–10:00 p.m. EACH TUESDAY	This series invites listeners to read the world' great book discussed by Huntington Cairns Allen Tate, and Mark Van Doren.
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans a dinner and draws them into an extempora neous discussion of current problems.
Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY	CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.
Columbia's Country Journal 12:00–12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agri cultural programs, presents a weekly round-up of farm news and interviews.
Highways to Health 12:30–12:45 p.m. EACH SATURDAY 2:50–3:00 p.m., APRIL 12	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.
Exploring Space 3:45–3:55 p.m. EACH FRIDAY	This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.
Columbia's Lecture Hall 3:45–3:55 p.m. EACH MONDAY	Lectures on a variety of subjects by eminent speakers, many of whom are chosen from the lists of the Columbia Lecture Bureau.
America in Transition 3:45–3:55 p.m. EACH TUESDAY	This new series features interviews of artists, scientists and technologists by John Allen Wolf on their work.

PROGRAM AND TIME	DESCRIPTION
merican School of the Air :15–9:45 a.m. Eastern Time Zone) :30–2:55 p.m. Central Time Zone) :30–10:00 a.m. Mountain Time Zone) :00–2:30 p.m. Pacific Time Zone) ONDAY THRU FRIDAY	The American School of the Air, now broadcast to the Latin American Republics, is in its twelfth year on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series. MONDAYS—*Americans at Work* APRIL 7: Nitrates APRIL 14: Aluminum. APRIL 21: Pan-American Resources. TUESDAYS—*Wellsprings of Music* APRIL 1: Western Songs. APRIL 8: Music of the Plains. APRIL 15: Railroad Songs. APRIL 22: Music of Motion. WEDNESDAYS—*New Horizons* APRIL 2: Foods for the New World. APRIL 9: River of Gold. APRIL 16: Boom Days in the Jungle. APRIL 23: Streams of Green Gold. THURSDAYS—*Tales from Far and Near* APRIL 3: The Wonderful Locomotive. APRIL 17: Red Horse Hill. APRIL 21: To be selected. FRIDAYS—*This Living World* APRIL 4: The Monroe Doctrine. APRIL 18: Working for Permanent Peace. APRIL 25: The American Way.
dventures in Science :45–3:55 p.m. ACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
f Men and Books 30–3:00 p.m. ACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently-published books and brings their authors to the CBS microphone.
bs for Defense :45–1:00 p.m. CH SATURDAY	A new series, in cooperation with the Office of Production Management, to aid the Government's drive for defense industry workers.

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is presenting its eightl consecutive year of Sunday morning and afternoon religious broadcasts. In April: APRIL 6: *Morning:* The Rev. Maurice W. Fogle, Hamilton Avenue Christian Church, St Louis, Mo. *Afternoon:* Elder Stephen L. Richards, Council of The Twelve, Church of Jesus Christ o Latter Day Saints, Salt Lake City, Utah. APRIL 13: *Morning:* The Very Rev. Kirk B O'Ferrall, D.D., Dean, St. Paul's Cathedral. Detroit, Mich. *Afternoon:* Special Catholic Easter Service. APRIL 20: *Morning*: Dr. Louis D. Newton. Druid Hills Baptist Church, Atlanta, Ga. *Afternoon:* The Most Rev. Gerald P. O'Har Bishop of the Diocese of Savannah-Atlanta. APRIL 27: *Morning:* Rev. Dr. W. Galaway Tyson, District Superintendent, Philadelphi Conference, The Methodist Church. *Afternoon:* Rabbi Herbert S. Goldstein. We Side Institutional Synagogue, N. Y. C.
Wings Over Jordan 9:30–10:00 a.m. EACH SUNDAY	This program of religious talks and spiritual is presented by outstanding Negro leaders an educators and a choir of thirty-five voices. APRIL 6: Alva Tabor, Head Itinerant Teache Trainer Fort Valley State College. Fort Valle Georgia. APRIL 13: Bishop B. G. Shaw, A.M.E., Zio Church, Birmingham, Alabama. APRIL 20: Mr. R. J. Reynold, Guide Righ Commission, Topeka, Kansas. APRIL 27: The Honorable James H. Pric Governor of Virginia.
Passover Program 11:00–11:30 p.m. THURSDAY, APRIL 10	Dr. Louis Finkelstein, Jewish Theologic Seminary of America; Cantor David Putter man and Choir; Mr. Karl J. Anstrian, Ame ican Jewish Committee.

PROGRAM AND TIME	DESCRIPTION	
		VARIETY
eet the Music 1:05–11:30 p.m. ACH SUNDAY	Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.	
latinee at Meadowbrook :00–5:00 p.m. ACH SATURDAY	Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.	
Singing Bee" 0:00–10:30 a.m. ACH SATURDAY	Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto. Contestants get cash awards for being able to identify a song and then singing, humming, or whistling it.	
irl About Town 0:30–10:45 p.m. ACH MONDAY, EDNESDAY AND FRIDAY	Joan Edwards, singing star and pianist, is the "Girl About Town" in this new musical series. She is accompanied by Cy Walters and Johnny Garde, duo-pianists.	
		PERSONALITIES
Friend in Deed :30–3:45 p.m. ONDAY THRU FRIDAY	Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.	
lajor Bowes' Family 1:30–12:30 p.m. ACH SUNDAY	Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.	
utdoors with Bob Edge :15–6:30 p.m. ACH THURSDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.	
o Politics :30–2:00 p.m. ACH SATURDAY	The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except that "politics" is barred.	

	PROGRAM AND TIME	DESCRIPTIO
PERSONALITIES *Continued*	**The Old Dirt-Dobber** 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WLA in Nashville, "the old dirt-dobber," answe queries about trees, plants, birds, and insect
CHILDREN'S PROGRAMS	**Let's Pretend** 1:00–1:30 p.m. EACH SATURDAY	This series, which dramatizes the world greatest fairy tales, has won more awards tha any other children's program. Directed b Nila Mack and presented by a cast of chil actors. "Let's Pretend" has in 1940 won tl Radio Daily Award as the best children's pr gram on the air, the Scripps-Howard natio wide poll of radio editors, and the Women' National Radio Committee Award.
	"March of Games" 1:30–2:00 p.m. EACH SUNDAY	Children who like asking questions and thos who like answering get a chance on this qui program originated by Natalie Purvin Prage Nila Mack directing. Arthur Ross is MC: Sybi Trent, 12, is "Miss Drum Major."
LIGHT MUSIC	**CBS Vocalists** VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal pro grams includes many young singers of popu lar songs in many styles and interpretation Among the current vocalists are: Joan Edwards — Jack Leonard Burl Ives — Genevieve Rowe Bob Hannen
	Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS	These harmony groups are featured on th Columbia Network through the week. Eacl group has a distinctive vocal style and is CBS favorite.
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a ful schedule of current hits and old favorites t Columbia listeners each evening. These to ranking bands are scheduled for April: Shep Fields — Vaughn Monroe Walter Gross — José Morand Joey Kearns — George Olsen Guy Lombardo — Tommy Reynolds Vincent Lopez — Raymond Scott Jerry Wald

PROGRAM AND TIME	DESCRIPTION	
CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA	Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.	
News Broadcasts (In English) 10:15–10:30, 11:30–11:45 a.m. 1:30–1:45, 5:45–6:00, 6:30–6:45 p.m. MONDAY THRU FRIDAY (In Italian, German, French, Polish) 12:00 noon–1 p.m., 4:30–5:30 p.m. MONDAY THRU SATURDAY 12:00 noon–1 p.m., 5–6 p.m. SUNDAY	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.	**SPECIAL CBS BROADCASTS TO EUROPE**
Hollywood News MONDAY, 2:45–3:00 p.m. THURSDAY, 7:45–8:00 p.m. SUNDAY, 7:45–8:00 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.	
News in Spanish 10:00–10:05 p.m. MONDAY THRU SUNDAY 6:45–7:00 p.m. SUNDAY THRU FRIDAY 7:00–7:15 p.m., SAT. (WCBX) 12:30–12:45 p.m., 2:30–2:45 p.m. 5:45–6:00 p.m. MONDAY THRU FRIDAY (WCAB)	World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).	**SPECIAL CBS BROADCASTS TO SOUTH AMERICA**
News in Portuguese 7:15–7:30 p.m. MONDAY THRU FRIDAY	Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.	
News of Latin America in Spanish 8:00–8:15 p.m. MONDAY, WEDNESDAY, FRIDAY	Mr. Roberto Unane tells the Latin American republics the news about their own Latin American neighbors.	
Cultural News in Spanish FRIDAY, 9:00–9:15 p.m.	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.	
Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30–7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.	

ADDENDA: MARCH PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of March programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK

PUBLIC AFFAIRS

MARCH 1: Speaking in opposition to the Lend-Lease Bill, Senator John A. Danaher, Republican of Connecticut, listed the reasons he thought the Bill should not be passed, 2:00–2:15 p.m.

MARCH 4: Senator James M. Tunnell, Democrat of Delaware, delivered an address in favor of passage of the pending Lend-Lease Bill, 5:30–5:45 p.m.

MARCH 5: In a speech entitled "The Lend-Lease Bill is a Move Toward Peace," Senator Scott Lucas, Democrat of Illinois, outlined the arguments in favor of the Bill and urged that it be passed, 10:15–10:30 p.m.

MARCH 6: Another advocate of passage of the contested Lend-Lease Bill, Senator Josh Lee, Democrat of Oklahoma, presented the affirmative position in the nationwide argument, 10:15–10:30 p.m.

MARCH 6: Answering the proponents of the Lend-Lease Bill, Republican Senator George D. Aiken of Vermont delivered an address entitled "Will H.R. 1776 Aid England in the Most Effective Way Possible?" giving his earnest opinion that that would not be the case, 10:30–10:45 p.m.

MARCH 8: Mrs. Dwight W. Morrow, widow of the late Ambassador to Mexico, former acting president of Smith College (1939-40), author of several well known books, addressed a coast-to-coast Columbia network audience in behalf of the then pending Lend-Lease Bill, 12:45–1:00 p.m.

MARCH 9: Senator Robert A. Taft, Republican of Ohio, delivered an address giving his reasons why the Lend-Lease Bill should not be passed, 1:30–2:00 p.m.

MARCH 19: Representative Jennings Randolph, Democrat of West Virginia, in an address entitled "A Separate Air Force Now" explained the many reasons he deemed it urgent that a separate air force be established right away, 10:00–10:15 p.m.

MARCH 15: President Roosevelt was heard by the Columbia audience speaking at the White House Correspondents Dinner in Washington, 9:30–10:00 p.m.

MARCH 21: Norman Thomas, National Chairman of the Socialist Party in the United States, presented his views on "Next Steps in the Fight Against War," advocating a pledge by Congress to await advisory referendum by the people before any declaration of war, 10:00–10:15 p.m.

MARCH 22: Richard G. Casey, Minister from Australia to the United States, discussed his country's participation in the

war, speaking from WJSV, Columbia's station for the nation's capital, over a CBS coast-to-coast hook-up, 10:15–10:30 p.m.

MARCH 26: Colonel William J. Donovan, President Roosevelt's personal representative returned from abroad, delivered a report to the American people on the result of his three-and-a-half-month trip to study British war efforts and European and Near East conditions. 10:30–11:00 p.m.

MARCH 29: President Roosevelt's Jackson Day address was broadcast throughout the world over the network and international short-wave facilities of the Columbia Broadcasting System. Mr. Roosevelt spoke from the famous annual Jackson Day dinner at the Mayflower Hotel in Washington, which was attended by the leaders of the Democratic Party. 9:30–9:45 p.m.

SPECIAL EVENTS

MARCH 8: Carmel Snow, editor of *Harper's Bazaar*, fashion authority, gave the average woman—housewife as well as career girl—some expert advice on how to choose clothes suitable for all occasions, yet stay within her budget, 5:15–5:30 p.m.

MARCH 15: From Oberlin College the Columbia Broadcasting System brought its audience the program of the Intercollegiate Pan American Congress, broadcasting the speeches of the Pan American Union's Chief of Labor Division, Dr. Ernesto Galarza, and Mrs. Aline Kistler, Executive Secretary of the American National Committee of Engraving, 10:35–10:45 p.m.

MARCH 17: Eamon de Valera, American-born Prime Minister of Eire, extended St. Patrick's Day greetings to the people of the United States in a special Columbia broadcast from Dublin, 11:15–11:30 p.m.

MARCH 19: In connection with the series of meetings held by the National Association of Manufacturers throughout the South on "National Defense Clinics," the Columbia Broadcasting System brought before its audience a round table discussion led by the Association's President, Walter D. Fuller, featuring such prominent speakers as Walter B. Weisenburger, Thurmond Chatham, Lammot du Pont, 10:15–10:30 p.m.

MARCH 20: Accompanying an extraordinary "hunt for Spring," Columbia set up its microphone in New York's Central Park while a quintet of distinguished scientists from the Museum of Natural History sought out evidence of the new season (such as crocus, budding pussy-willow, skunk cabbage, activity among the zoo reptiles), on Spring's official first day. Conducting the Spring hunt were Hans Christian Adamson, Dr. Roy Chapman Andrews, Dr. Harold E. Anthony, Dr. James F. Chapin, Dr. Charles Russel and Dr. C. H. Curran—all members of the Museum staff, 3:30–3:45 p.m.

MARCH 20: In speech, music and drama Columbia broadcast an appeal for aid to the 450,000,000 persons affected by the war in China. Former Ambassador William C. Bullitt made the keynote address. A stirring radio drama written by noted lyricist John LaTouche, with musical portions by the Columbia Concert Orchestra, was presented, 10:15–10:45 p.m.

MARCH 22: Prunella Wood, Woman's Editor of King Features, interviewed several of the 1941 Fashion Academy Award winners on their wardrobe preferences during Columbia's broadcast announcing the best dressed women in America. What they planned to wear in the Easter parade, as well as their own particular clothes preferences, were revealed by the best-dressed debutante, night club entertainer, radio star, business girl, opera singer, and all-American girl, 2:00–2:15 p.m.

MARCH 22: From Chicago the Columbia

Broadcasting System brought the exciting second-by-second description of the midwest's big indoor track event. "Bankers Mile," 11:15–11:30 p.m.

MARCH 24: From Washington the Rt. Rev. Msgr. Michael J. Ready delivered a speech in behalf of the Bishops' Relief Committee, which coordinates Catholic effort in refugee work, 5:35–5:45 p.m.

MARCH 25: Lord Halifax, British Ambassador to the United States, speaking at the famed Pilgrim Society dinner in New York, was heard all around the world through the facilities of the Columbia Broadcasting System, 10:15–11:00 p.m.

MARCH 27: The greatest "moving day" in the nation's history—shifting the dial settings of radio stations throughout the country on more than 50,000,000 receiving sets—was heralded over the CBS network with a half-hour dramatic program entitled "Radio's Moving Day," 10:15–10:45 p.m.

MARCH 29: The first radio network to be honored by the University of Georgia with the George Foster Peabody Radio Award, for its public service activities during 1940, the Columbia Broadcasting System brought before the nation the acceptance speech o CBS President William S. Paley, as well a the other principal addresses at the Awar dinner, 10:15–10:45 p.m.

MARCH 30: The nation's foremost Negr artists, including Marian Anderson, Ethe Waters, Joe Louis, Duke Ellington, Th Golden Gate Quartet and a host of other joined in an exclusive CBS coast-to-coas broadcast in behalf of the National Urba League's campaign to focus the country' attention on the unemployment problem o the Negroes, 5:00–6:00 p.m.

MARCH 30: Columbia listeners heard Vic President Henry A. Wallace deliver an ad dress on "Democracy and the Dignity o Man" before the triennial national conven tion of B'nai Brith, Jewish fraternal organi zation, from the Civic Opera House, Chi cago, 11:05–11:30 p.m.

MUSIC

MARCH 29: From Columbia's statio WJSV in Washington, the nation heard th beautifully trained voices of the Birming ham-Southern College A Cappella Choir o Birmingham, Alabama, in a varied progra of songs, 5:15–5:30 p.m.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building, St. Louis • 625 Second Avenue South, Minneapolis • Wilder Building, Charlotte, North Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 84 Hallam Street, W.1. London • Cable address, Columbia, New York

CBS PROGRAM BOOK · MAY, 1941

Kate Smith, America's beloved songstress, celebrates the beginning of her 11th year of CBS broadcasting

MAY, 1941

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 16

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CBS SUSTAINING PROGRAMS: pp. 19 to 28

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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC. *(430th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 43 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(145th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon. thru Fri. 6:00–6:10 p.m. *Rebroadcast* *11:00–11:10 p.m.* 50 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(261st Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 104 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(212th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 51 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR AND COMPANY *(12th Week on CBS)* **Treat-Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 51 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
ARMOUR SOAP WORKS *(11th Week on CBS)* **Wayne King and His Orchestra** *Music*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: ON TOUR	Luxor Toiletries *Lord & Thomas*
ART METAL WORKS, INC. *(3rd Week on CBS)* **Paul Sullivan Reviews the News**	Friday 6:30–6:45 p.m. *Rebroadcast* *12 mid.–12:15 a.m.* *1:00–1:15 a.m.* 23 CBS stations ORIGINATES: WHAS	Ronson Lighters *Cecil & Presbrey, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AYER COMPANY *'92nd Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 74 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
OWEY'S, INC. *'01st Week on CBS)* **News and Rhythm** with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett, Dari-Rich Orchestra	Sunday 11:05–11:30 a.m. *Rebroadcast* *1:35–2:00 p.m.* 34 CBS stations ORIGINATES: WBBM	Dari-Rich Products *Sorensen & Company*
ROWN & WILLIAMSON TOBACCO ORPORATION *'36th Week on CBS)* **Paul Sullivan Reviews the News**	Mon. thru Thurs. 6:30–6:45 p.m. *Rebroadcast* *12 mid.–12:15 a.m.* *1:00–1:15 a.m.* 37 CBS stations ORIGINATES: WHAS	Raleigh Cigarettes *Batten, Barton, Durstine & Osborn, Inc.*
ALIFORNIA FRUIT GROWERS XCHANGE *'04th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 41 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
AMPANA SALES COMPANY *'59th Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Tuesday 8:30–8:55 p.m. 55 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
AMPBELL SOUP COMPANY *'34th Week on CBS)* **Campbell Playhouse** with guest stars	Friday 9:30–10:00 p.m. 65 CBS stations ORIGINATES: WABC	Campbell's Soups *Ward Wheelock Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *Continued*		
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 61 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*
Martha Webster *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 58 CBS stations ORIGINATES: WABC	
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 37 CBS stations ORIGINATES: KNX	
Lanny Ross *Songs*	Mon. thru. Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, In*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(130th Week on CBS)*		
Dr. Christian with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 65 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, In*
CHRYSLER CORPORATION *(269th Week on CBS)*		
Major Bowes' Original Amateur Hour	Thursday 9:00–10:00 p.m. 85 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, In*
COCA-COLA COMPANY *(89th Week on CBS)*		
Pause That Refreshes On the Air with Andre Kostelanetz and his 15-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:15 p.m. 105 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *(277th Week on CBS)*		
Colgate Spotlight with Ed East, Charles Hathaway and his orchestra and guests *Variety*	Thursday 8:00–8:30 p.m. *Rebroadcast 11:30–12 mid.* 69 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
City Desk *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast 12:00–12:25 a.m.* 69 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shave *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 64 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marquette, Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 4:15–4:30 p.m.* 83 CBS stations ORIGINATES: WABC	New Concentrated Super Suds Super Suds *Sherman & Marquette, Inc.*
The Story of Bess Johnson *Serial drama*	Mon. thru Fri. 4:30–4:45 p.m. 82 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:45–5:00 p.m.* 49 CBS stations ORIGINATES: WBHM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
COMMERCIAL CREDIT COMPANY *(58th Week on CBS)*		
Bob Trout *News*	Mon., Wed., Fri. 6:10–6:15 p.m. *Rebroadcast 11:10–11:15 p.m. Mon., Wed., Fri. 11:55–12 mid. Mon., Wed., Sat.* 68 CBS stations ORIGINATES: WABC	Automobile Finance Service *O'Dea, Sheldon & Canaday, Inc.*
CONTINENTAL BAKING CO., INC. *(330th Week on CBS)*		
Your Marriage Club with Haven MacQuarrie *Quiz*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 47 CBS stations ORIGINATES: ON TOUR	Wonder Bread *Ted Bates, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY *(32nd Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 38 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
DOUBLEMINT GUM *(463rd Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 69 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EVERSHARP, INC. *(83rd Week on CBS)* **Take It or Leave It** with Bob Hawk, MC, David Ross *Quiz*	Sunday 10:00–10:30 p.m. 59 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pen *The Biow Company*
FLORIDA CITRUS COMMISSION *(62nd Week on CBS)* **Mary Margaret McBride** *Talks*	Mon. thru Fri. 3:00–3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit *Arthur Kudner, Inc.*
FORD MOTOR COMPANY *(368th Week on CBS)* **Sunday Evening Hour** Ford Symphony Orchestra and Chorus, guest conductors, and soloists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln *McCann-Erickson, Inc*
GENERAL FOODS CORPORATION *(310th Week on CBS)* **We, the People** with Gabriel Heatter and guests *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 80 CBS stations ORIGINATES: WABC	Sanka *Young & Rubicam, In*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 91 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam, In*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *Continued*	Mon. thru Fri. 12:00–12:15 p.m. 82 CBS stations ORIGINATES: WABC	Swansdown Cake Flour *Young & Rubicam, Inc.* Diamond Crystal Salt *Benton & Bowles, Inc.*
Kate Smith Speaks; News *Talks and news*		
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast 6:30–6:45 p.m.* 79 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 6:00–6:15 p.m.* 87 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. *Rebroadcast 3:30–3:45 p.m.* 44 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
GENERAL MILLS, INC. *(362nd Week on CBS)*	Mon. thru Fri. 10:00–10:15 a.m. 31 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
By Kathleen Norris *Dramatization of her novels*		
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 9:45–10:00 a.m. *Rebroadcast 5:15–5:30 p.m.* 35 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 9:45–10:00 a.m. *Rebroadcast 5:15–5:30 p.m.* 35 CBS stations ORIGINATES: WBBM	
GILLETTE SAFETY RAZOR COMPANY *(102nd Week on CBS)*	Tues., Fri. 8:55–9:00 p.m. 57 CBS stations ORIGINATES: WABC	Gillette Shaving Cream, Safety Razors and Blades *Maxon, Inc.*
Elmer Davis *News*		
Kentucky Derby Track-side account by Clem McCarthy and Ted Husing	Sat., May 3 6:30–7:00 p.m. 96 CBS stations ORIGINATES: CHURCHILL DOWNS	Gillette Blue Blades Tech Razors *Maxon, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GULF OIL CORPORATION *(377th Week on CBS)* **World News Tonight** *News*	Sunday 7:30–8:00 p.m. 79 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc*
INTERNATIONAL SILVER COMPANY *(164th Week on CBS)* **Silver Theater Summer Show** with Ed Sullivan, Will Bradley and his orchestra, Terry Allen, Ray McKinley and others	Sunday 6:00–6:30 p.m. 28 CBS stations ORIGINATES: WABC	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc*
IRONIZED YEAST CO., INC. *(84th Week on CBS)* **Court of Missing Heirs** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 75 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, In*
JOHNSON & JOHNSON *(4th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen	Saturday 11:30–11:45 a.m. *Rebroadcast* *2:30–2:45 p.m.* 59 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, In*
LADY ESTHER, LTD. *(386th Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Monday 10:00–10:30 p.m. 64 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(300th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Hollywood Premiere with Louella Parsons and guest stars *Drama*	Friday 10:00–10:30 p.m. 71 CBS stations ORIGINATES: KNX	Lifebuoy Health Soap *William Esty & Company, Inc.*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *9:30–10:00 p.m.* 75 CBS stations 30 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, In*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EVER BROTHERS COMPANY *ntinued*		
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 64 CBS stations ORIGINATES: WABC	Lifebuoy *William Esty & Company, Inc.*
Big Sister with Alice Frost *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast 2:00–2:15 p.m.* 74 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 2:15–2:30 p.m.* 62 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
IGGETT & MYERS TOBACCO OMPANY *13th Week on CBS)*	Tues., Wed., Thurs. 10:00–10:15 p.m. 96 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
Glenn Miller and His Orchestra with Paula Kelly, Ray Eberle, and the Modernaires		
Professor Quiz with Bob Trout *Questions and answers*	Tuesday 10:15–10:45 p.m. 70 CBS stations ORIGINATES: WABC	Velvet Pipe and Cigarette Tobacco *Newell-Emmett Co., Inc.*
HOMAS J. LIPTON, INC. *32nd Week on CBS)*	Sunday 8:00–8:30 p.m. *Rebroadcast 10:30–11:00 p.m.* 97 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra		
IAGAZINE REPEATING RAZOR OMPANY *9th Week on CBS)*	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 55 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, John Kirby's Band, guest stars		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PROVINCE OF ONTARIO *(2nd Week on CBS)* **Ned Sparks Show** starring Ned Sparks, with Luigi Romanelli and his orchestra, Sair Lee and Dave Davies *Variety*	Sunday 5:30–6:00 p.m. 52 CBS stations ORIGINATES: TORONTO	Travel Service *Walsh Advertising Company, Ltd.*
PENN TOBACCO COMPANY *(83rd Week on CBS)* **Vox Pop** Parks and Wally *Quiz*	Thursday 7:30–8:00 p.m. 49 CBS stations ORIGINATES: ON TOUR	Kentucky Club Pipe Tobacco *Kiesewetter Advertisi Agency*
PET MILK SALES CORPORATION *(389th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars	Saturday 9:45–10:15 p.m. 56 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 67 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(247th Week on CBS)* **Great Moments from Great Plays** Directed by Charles Martin with guest stars and Ray Block's Orchestra *Dramas of O'Neill, Shaw, Ibsen, and others*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 84 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, I*
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 64 CBS stations ORIGINATES: WABC	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
HE PROCTER & GAMBLE CO. *340th Week on CBS)*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 71 CBS stations ORIGINATES: KNX	Teel Drene *H. W. Kastor & Sons*
Those We Love with Nan Grey, Donald Woods, Richard Cromwell *Drama*		
The Story of Mary Marlin *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. 17 CBS stations ORIGINATES: WBBM	Ivory Soap *Compton Advertising, Inc.*
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 16 CBS stations ORIGINATES: WABC	Duz *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 35 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 43 CBS stations ORIGINATES: WABC	Ivory Flakes *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 51 CBS stations 25 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 50 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
'RUDENTIAL INSURANCE COMPANY OF AMERICA *101st Week on CBS)*	Mon. thru Fri. 12:15–12:30 p.m. 51 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
When a Girl Marries *Serial drama*		

CLIENT AND PROGRAM	TIME	PRODUCTS AND AGENCY
R. J. REYNOLDS TOBACCO COMPANY *(417th Week on CBS)* **Blondie** with Penny Singleton and Arthur Lake *Domestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 60 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Al Pearce and His Gang with Blanche Stewart, Artie Auerbach, Wendell Niles, Lou Bring's Orchestra and guests *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 79 CBS stations ORIGINATES: KNX	
SPEARMINT GUM *(462nd Week on CBS)* **Scattergood Baines** *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 77 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & C*
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*	Sunday 6:55–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	
E. R. SQUIBB & SONS *(43rd Week on CBS)* **Frank Parker in Golden Treasury of Song** *Musical*	Mon. thru Fri. 3:15–3:30 p.m. 37 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(205th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players," Wynn Murray *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 88 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(309th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN CHICLE COMPANY *(8th Week on CBS)* **By the Way** with Bill Henry	Tues., Thurs. 9:30–9:45 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
BATHASWEET CORPORATION *(32nd Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
COLONIAL DAMES, INC. *(73rd Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 8:55–9:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
GENERAL FOODS CORPORATION *(310th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 3:00–3:15 p.m. PST ORIGINATES: KNX	Postum *Young & Rubicam, Inc.*
GENERAL PETROLEUM COMPANY OF CALIFORNIA *(18th Week on CBS)* **I Was There**	Sunday 9:00–9:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(70th Week on CBS)* **Hollywood Showcase**	Tuesday 9:30–10:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
P. LORILLARD COMPANY *(257th Week on CBS)* **Don't Be Personal** with Art Baker	Sunday 8:30–9:00 p.m. PST ORIGINATES: KNX	Sensation Cigarettes *Lennen & Mitchell, Inc.*
LOS ANGELES SOAP COMPANY *(83rd Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 7:30–7:45 a.m. PST *Rebroadcast* *4:00–4:15 p.m.* PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	**THE MENNEN COMPANY** *(107th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream *H. M. Kiesewetter Advertising Agency*
	NATIONAL LEAD COMPANY *(43rd Week on CBS)* **Answer Auction** *Quiz*	Thursday 8:30–9:00 p.m. PST ORIGINATES: KNX	National Lead Products *Erwin Wasey & Co.*
	PLANTERS NUT AND CHOCOLATE COMPANY *(30th Week on CBS)* **What's On Your Mind?**	Monday 8:30–9:00 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan Co*
	SOIL OFF MANUFACTURING COMPANY *(13th Week on CBS)* **Bob Garred Reporting** *News*	Thursday 4:45–4:55 p.m. PST Saturday 7:30–7:45 a.m. PST ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency, In*
	WILMINGTON TRANSPORTATION COMPANY **Catalina Fun Quiz** (Starts May 12)	Mon. thru Fri. 12:00–12:15 p.m. PST ORIGINATES: KNX	Santa Catalina Island, Summer Resort *Arthur Meyerhoff & Co*
COLUMBIA CALIFORNIA NETWORK	**BREAKFAST CLUB COFFEE, INC.** *(17th Week on CBS)* **Voice of Friendship** with Rita Murray	Tues., Thurs. 7:45–8:00 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*
	KNOX GELATINE COMPANY *(22nd Week on CBS)* **Background for Headlines with Bob Garred**	Tues., Thurs. 6:50–7:00 p.m. PST Saturday 6:45–7:00 p.m. PST ORIGINATES: KNX	Knox Sparkling Gelatine *Kenyon & Eckhardt, In*
	PETER PAUL, INC. *(12nd Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 4:45–4:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ASIDE OIL COMPANY *d Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 4:30–4:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil *The McCarty Company*
IERICAN CHICLE COMPANY* *5th Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
ARBASOL COMPANY *1st Week on WABC)* **Sports News** with Mel Allen	Tues., Thurs. 6:10–6:15 p.m. Saturday 5:55–6:00 p.m.	Barbasol Shaving Cream *Erwin, Wasey & Co., Inc.*
ATHASWEET CORPORATION* *5th Week on WABC)* **Ted Steele and his Novachord**	Tuesday 6:15–6:30 p.m.	"Bathasweet" Toilet Goods *H. M. Kiesewetter Advertising Agency, Inc.*
OND STORES, INC. *5th Week on WABC)* **Arthur Godfrey**	Mon. thru Sat. 7:30–7:45 a.m.	Bond's Men's Clothing *Neff-Rogow, Inc.*
HE BORDEN COMPANY* **PIONEER DIVISION)** *2nd Week on WABC)* **Announcements**	Wed., Fri., Sat. 6:45–6:46:30 p.m.	Reid's Ice Cream *Pedlar & Ryan, Inc.*
ULOVA WATCH COMPANY *10th Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
REZMA, INC. *26th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues. and Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Lynn Baker Company*

** Addition to number of weeks in which the client has used CBS Network facilities*

[illegible] AND PROGRAM	TIME	PRODUCT AND AGENCY
KRUG BAKING COMPANY *(71st Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley	Friday 8:15–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
LEHN & FINK PRODUCTS CORP.* *(2nd Week on WABC)* **Arthur Godfrey** *Participations*	Mon., Wed., Fri. 6:35–7:00 a.m.	Hind's Honey & Almond Cream *William Esty & Company, Inc.*
P. LORILLARD COMPANY* *(8th Week on WABC)* **Record of the Day**	Mon., Wed., Fri. 8:20–8:25 a.m.	Old Gold Cigarettes *J. Walter Thompson C*
MARLIN FIREARMS COMPANY *(23rd Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Marlin Razor Blades *Craven & Hedrick, I*
McKESSON & ROBBINS, INC. **Evening News** (Starts May 5)	Mon., Wed., Fri. 10:45–11:00 p.m.	Calox Tooth Powder *J. D. Tarcher & Co., I*
MELVILLE SHOE COMPANY *(128th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
MILES LABORATORIES, INC. *(21st Week on WABC)* **Afternoon News**	Saturday 5:50–5:55 p.m.	Alka-Seltzer and One-a-Day Vitamins *Wade Advertising Agency*
MY BOOK HOUSE *(1st Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon., Wed., Fri. 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*

** In addition to number of weeks in which the client has used CBS Network facilities.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OXZEMA CHEMICAL CO., INC.* *(4th Week on WABC)*	Saturday 9:15–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan, Inc.*
Battle of the Boroughs *Quiz*		
HE NEWSPAPER PM, INC. *(10th Week on WABC)*	Mon. thru Sat. 6:35–7:00 a.m.	PM *Harry A. Berk, Inc.*
Arthur Godfrey *Participations*		
Woman's Page of the Air with Adelaide Hawley *Participations*	Tues., Thurs., Sat. 8:45–9:00 a.m.	
EPSI-COLA COMPANY* *(40th Week on WABC)*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
The Missus Goes A-Shopping *Quiz*		
ETER PAUL COMPANY* *(60th Week on WABC)*	Mon., Wed., Fri. 6:30–6:35 a.m.	Mounds *Platt-Forbes, Inc.*
Early Riser's News		
IVAL PACKING COMPANY *(4th Week on WABC)*	Mon., Wed., Fri. 8:15–8:20 a.m.	Rival Dog Food *Charles Silver & Company*
Music of Today		
ELECT THEATRES CORP. *(34th Week on WABC)*	Mon., Tues., Wed. 12:00–12:05 a.m.	Hellzapoppin *Blaine-Thompson Co., Inc.*
Midnight News		
THE SHALER COMPANY	Mon. thru Sat. 6:35–7:00 a.m.	Rislone (motor tune up) *Kirkgasser-Drew Advertising Agency*
Arthur Godfrey *Participations* (Starts May 23)		
WEST DISINFECTING COMPANY *(3rd Week on WABC)*	Mon., Wed., Fri. 8:25–8:30 a.m.	CN *Moser & Cotins, Inc.*
It Takes a Woman with Frances Scott		

In addition to number of weeks in which the client has used CBS Network facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS . . . . . *Page 20*
2. PUBLIC AFFAIRS . . . . . *Page 21*
3. SPECIAL EVENTS . . . . . *Page 21*
4. DRAMATIC SERIES . . . . . *Page 21*
5. SERIOUS MUSIC . . . . . *Page 22*
6. EDUCATIONAL PROGRAMS . . . . . *Page 23*
7. RELIGIOUS BROADCASTS . . . . . *Page 25*
8. VARIETY PROGRAMS . . . . . *Page 25*
9. PERSONALITIES . . . . . *Page 26*
10. CHILDREN'S PROGRAMS . . . . . *Page 27*
11. LIGHT MUSIC . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: APRIL PROGRAMS . . . . . *Page 29*

ews Summaries, Analyses nd Broadcasts from Europe

HEDULED PERIODS

ONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Rome; Cecil Brown and Leigh White from Belgrade; Betty Wason and Philip Brown from Athens; Winston Burdett from Ankara; Farnsworth Fowle from Sofia; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., 2:35–3:00 p.m., SUNDAY, 7:30–8:00, 11:00–11:15 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 5:50–5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., SUNDAY, 6:30–6:45 p.m., SATURDAY; Paul Sullivan, 6:30–6:45 p.m., FRIDAY. (See also sponsored news programs.)

Headlines and Bylines

11:00–11:15 p.m.

ACH SUNDAY

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

	PROGRAM AND TIME	DESCRIPTION
NEWS BROADCASTS *Continued*	**News from All the Americas** 5:00–5:15 p.m. EACH SATURDAY	CBS takes another step toward inter-America unity and friendship in this new series of new roundups from all the important Latin American capitals.
PUBLIC AFFAIRS	**Report to the Nation** 6:00–6:30 p.m. EACH SATURDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series, which originates in Washington, is produced by Brewster Morgan.
SPECIAL EVENTS	**Kentucky Derby Preview** 6:15–6:30 p.m., MAY 1 11:15–11:30 p.m., MAY 2 5:30–5:50 p.m., MAY 3	From Louisville, Kentucky, Ted Husing, ac CBS sports reporter, brings turf and sport notables to his Columbia network microphone to preview the 67th annual running of the Kentucky Derby.
DRAMATIC SERIES	**Columbia Workshop** 10:30–11:00 p.m. (8:00–8:30 p.m. to West) EACH SUNDAY	The Columbia Workshop remains the foremo program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returns as author director in an ambitions series to be called "2 by Corwin." MAY 4: Norman Corwin's "Radio Primer." MAY 18: First broadcast of excerpts fro "The People, Yes," music by Earl Robinson, words by Norman Corwin and Carl Sandburg.
	Free Company Presents 2:00–2:30 p.m. SUNDAY, MAY 4	The Free Company, a group of American playwrights and actors formed to combat hostil propaganda, presents a radio play on CBS each Sunday afternoon. MAY 4: "Above Suspicion" by Sherwood Anderson.

PROGRAM AND TIME	DESCRIPTION
The Life of Riley 10:00–10:30 a.m. EACH SATURDAY	Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a new comedy-drama of a promoter temporarily down in his luck. The series is directed by Marx Loeb, and written by Leonardo Bercovici and Bob Sloan.
"Honest Abe" 11:05–11:30 a.m. EACH SATURDAY	This Saturday morning series, written by E. P. Conkle, starring Henry Hull, dramatizes episodes in the early life of Abraham Lincoln. Sidney Harmon directs.
Columbia Broadcasting Symphony 3:00–4:30 p.m. SUNDAY, MAY 11, 18, 25	Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts. For May the program includes: MAY 11: *Mozart:* Overture to "Lucio Silla"; *Hamilton Harty:* John Field Suite; *Ibert:* Escales; *Saint Saëns:* Symphony No. 3 in C minor, JULIUS MATTFELD, organ soloist.
Genevieve Rowe 4:45–5:00 p.m. EACH WEDNESDAY 5:00–5:15 p.m. EACH THURSDAY	Each Wednesday and Thursday Genevieve Rowe, CBS soprano, is accompanied by Charles Paul at the piano in a program of songs and operatic selections.
Cincinnati Conservatory of Music 10:30–11:00 a.m. EACH SUNDAY	The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra.
Southern Serenade 9:15–9:45 a.m. EACH WEDNESDAY	A half hour of song and rhythm from the South, with the mellow voices of the Four Clubmen, Louise Wilcher at the organ.
Columbia Concert Orchestra 7:30–8:00 p.m. EACH SATURDAY 4:45–5:15 p.m. TUESDAY, THURSDAY AND FRIDAY	The concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by Howard Barlow and Victor Bay.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *Continued*	**Eighth Annual Radio Music Festival** 3:30–3:55 p.m. SATURDAY, MAY 10	Under the leadership of Professor Edgar B. Gordon, and from the University of Wisconsin's Stock Pavilion, comes the thrilling Festival of the thousands of school children throughout Wisconsin whom Professor Gordon taught by radio.
	League of Composers 3:00–3:55 p.m. SATURDAY, MAY 3 3:00–3:30 p.m. SATURDAY, MAY 10, 17, 24	This series includes a number of works commissioned especially by the League of Composers, and comes to Columbia's listeners in turn from New York, Rochester, Philadelphia and Los Angeles.
	International Society for Contemporary Music 7:30–8:00 p.m. SATURDAY, MAY 17, 24	The International Society for Contemporary Music, which counts among its members many of the most distinguished living musicians, brings to Columbia's audience the first of four programs of contemporary music.
	Westchester Negro Choral Union 4:45–5:00 p.m. MONDAY, MAY 12	A program of Negro spirituals is brilliantly presented by a chorus of forty voices under the direction of famous conductor-arranger Juanita Hall.
EDUCATIONAL PROGRAMS	**CBS ADULT EDUCATION BOARD**	"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman — HENRY R. LUCE STRINGFELLOW BARR — SPENCER MILLER, JR. WILLIAM BENTON — RUTH BRYAN ROHDE HARRY WOODBURN CHASE — THOMAS V. SMITH ROBERT I. GANNON, S.J. — WILLIAM ALLEN WHITE ALVIN S. JOHNSON — RAY LYMAN WILBUR JOSEPH H. WILLITS
	Invitation to Learning 9:30–10:00 p.m. EACH TUESDAY	This series invites listeners to read or re-read the world's great books discussed by Huntington Cairns, Allen Tate, and Mark Van Doren

PROGRAM AND TIME	DESCRIPTION
he People's Platform 00–7:30 p.m. .CH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.
hildren Also Are People 45–3:55 p.m. .CH WEDNESDAY	CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.
olumbia's Country Journal :00–12:30 p.m. ACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.
ighways to Health :30–12:45 p.m. ACH SATURDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.
xploring Space 45–3:55 p.m. ACH FRIDAY	This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.
olumbia's Lecture Hall 45–3:55 p.m. ACH MONDAY	Lectures on a variety of subjects by eminent speakers, many of whom are chosen from the lists of the Columbia Lecture Bureau.
merica in Transition 45–3:55 p.m. ACH TUESDAY	This new series features interviews of artists, scientists and technologists by John Allen Wolf on their work.
dventures in Science 45–3:55 p.m. ACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
f Men and Books 30–3:00 p.m. ACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.
obs for Defense :45–1:00 p.m. TURDAY, MAY 3 AND 10	A new series, in cooperation with the Office of Production Management, to aid the Government's drive for defense industry workers.

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS BROADCASTS	**Church of the Air** 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In May: MAY 4: *Morning:* The Reverend Harold L. Yochum, President of the Michigan District of the American Lutheran Church, Detroit. *Afternoon:* The Reverend Francis X. Fitzgibbons, Diocesan Secretary of the Confraternity of Christian Doctrine, Diocese of Brooklyn. MAY 11: *Morning:* Dr. Ferdinand Q. Blanchard, Euclid Avenue Congregational Church, Cleveland, Ohio. *Afternoon:* Dr. Philip S. Barto, Former First Reader of a Christian Science Church, Cleveland, Ohio. MAY 18: *Morning:* The Reverend Arthur B. Kinsolving, Calvary Church, Pittsburgh. *Afternoon:* The Right Reverend Monsignor Edward R. Kirk, Rector, St. Basil's Church, Los Angeles, California. MAY 25: *Morning:* Rabbi Samuel Abrams, Temple Ohabei Shalom, Brookline, Mass. *Afternoon:* Newly Elected Moderator of the General Assembly of the Presbyterian Church, U. S. A.
	Wings Over Jordan 9:30–10:00 a.m. EACH SUNDAY	This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices. MAY 4: Mr. J. E. Smith, President, National Negro Insurance Association, Louisville, Ky. MAY 11: Congresswoman Frances P. Bolton, 22nd District of Ohio (special Mother's Day address). MAY 18: To be announced. MAY 25: To be announced.
VARIETY	**Gold If You Find It** 10:30–11:00 a.m. EACH SATURDAY	From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program, originated by Ray Harvey.

PROGRAM AND TIME	GEORGIA GIBBS DESCRIPTION	
		VARIETY
leet the Music :35–3:00 p.m. ACH SUNDAY	Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.	
latinee at Meadowbrook :00–5:00 p.m. ACH SATURDAY	Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.	
irl About Town 0:30–10:45 p.m. ACH TUESDAY AND SATURDAY :15–7:30 p.m. ACH SUNDAY	Joan Edwards, singing star and pianist, is the "Girl About Town" in this new musical series. She is accompanied by Cy Walters and Johnny Garde, duo-pianists.	
		PERSONALITIES
uan Arvizu 0:30–10:45 p.m. ONDAY, WEDNESDAY, FRIDAY	Juan Arvizu, singing idol of Latin America, is presented by CBS with a Tipica Orchestra under the direction of Ernesto Arcos.	
Friend in Deed :30–3:45 p.m. ONDAY THRU FRIDAY	Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.	
lajor Bowes' Family 1:30 a.m.–12:30 p.m. ACH SUNDAY	Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.	
utdoors with Bob Edge :15–6:30 p.m. ACH THURSDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.	
o Politics :30–2:00 p.m. ACH SATURDAY	The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except that "politics" is barred.	

	PROGRAM AND TIME	DESCRIPTION
PERSONALITIES *Continued*	**The Old Dirt-Dobber** 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects.
CHILDREN'S PROGRAMS	**Let's Pretend** 1:00–1:30 p.m. EACH SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.
	"March of Games" 1:30–2:00 p.m. EACH SUNDAY	Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."
LIGHT MUSIC	**CBS Vocalists** VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Juan Avizu — Burl Ives Bob Hannen — Genevieve Rowe Joan Edwards
	Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for May: Gus Arnheim — Vaughan Monroe Rudy Bundy — José Morand Sammy Kaye — Alvino Rey Joey Kearns — Tommy Reynolds Guy Lombardo — Raymond Scott Jerry Wald

PROGRAM AND TIME	DESCRIPTION	
CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA	Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.	
News Broadcasts (In English) 10:15–10:30, 11:30–11:45 a.m. 1:30–1:45, 5:45–6:00, 6:30–6:45 p.m. MONDAY THRU FRIDAY (In Italian, German, French, Polish) 12:00 noon–1 p.m., 4:30–5:30 p.m. MONDAY THRU SATURDAY 12:00 noon–1 p.m., 5–6 p.m. SUNDAY	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.	**SPECIAL CBS BROADCASTS TO EUROPE**
Hollywood News MONDAY, 2:45–3:00 p.m. THURSDAY, 7:45–8:00 p.m. MONDAY, 7:45–8:00 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.	
News in Spanish 10:00–10:05 p.m. MONDAY THRU SUNDAY 6:45–7:00 p.m. SUNDAY THRU FRIDAY 7:00–7:15 p.m., SAT. (WCBX) 12:30–12:45 p.m., 2:30–2:45 p.m. 5:45–6:00 p.m. MONDAY THRU FRIDAY (WCAB)	World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).	**SPECIAL CBS BROADCASTS TO SOUTH AMERICA**
News of Latin America in Spanish 8:00–8:15 p.m. MONDAY, WEDNESDAY, FRIDAY	Mr. Roberto Unane tells the Latin American republics the news about their own Latin American neighbors.	
News in Portuguese 7:15–7:30 p.m. MONDAY THRU FRIDAY	Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.	
Cultural News in Spanish FRIDAY, 9:00–9:15 p.m.	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.	
Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30–7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.	

ADDENDA: APRIL PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of April programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

APRIL 1: Mme. Genevieve Tabouis, noted French writer on current affairs, and Edward Weintal, formerly in charge of press relations for the Polish Embassy in Washington, joined in a discussion of "America and Democracy," giving their impressions of democracy in this country and its significance to the rest of the world. The program, coming from Columbia's station in Washington, was arranged under the auspices of the Department of Justice. 9:30–9:45 p.m.

APRIL 2: Three of America's leading executives in the automobile industry—Charles F. Kettering of General Motors, William J. Cameron of the Ford Motor Company, and Fred M. Zeder of the Chrysler Corporation—discussed "Mental Attitudes for National Defense" on a coast-to-coast hookup of the Columbia network. The talks, broadcast from the Book-Cadillac Hotel in Detroit, were delivered in connection with a joint conference of four national honor societies—Phi Beta Kappa, liberal arts; Omega Alpha, medicine; Tau Beta Phi, engineering; Sigma Xi, science, 10:15–10:30 p.m.

APRIL 3: Representative Joseph W. Martin, Jr., Republican of Massachusetts, minority leader of the House of Representatives and chairman of the Republican National Committee, delivered an address, "The Country Needs a Strong Opposition Party" over the Columbia network, 10:45–11:00 p.m.

APRIL 4: Speaking under the auspices of the American Labor Committee to Aid British Labor, organized to provide direct relief for workers in England, Matthew Woll, vice president of the American Federation of Labor, expressed the view that organized labor in the United States is determined to help Britain's workers, 5:30–5:45 p.m.

APRIL 5: Former Senator Rush D. Holt, speaking from Columbia's studios in Washington, argued against convoying by the United States. 10:15–10:30 p.m.

APRIL 8: Rear Admiral Emory S. Land, U. S. Navy, retired, chairman of the United States Maritime Commission, submitted a report on the nation's shipping and shipbuilding activities to the Columbia network audience. 10:15–10:30 p.m.

APRIL 14: Senator Bennett Champ Clark, Democrat of Missouri, in a speech in New York's Carnegie Hall added his voice against convoying, 10:30–10:45 p.m.

APRIL 16: Senator Charles W. Tobey, Republican of New Hampshire, who introduced a measure to prohibit convoying by

the United States of ships bound for warring countries, talked on that subject over the Columbia network, 10:15–10:30 p.m.

APRIL 19: Secretary of Agriculture Claude Wickard spoke from Charleston, on the subject of "Food for Defense," 10:15–10:30 p.m.

APRIL 19: Bishop Henry W. Hobson, speaking from Columbia's studio in Boston, discussed the newly organized committee, "Fight for Freedom," 11:00–11:15 p.m.

APRIL 22: The American Bar Association's plans to give free legal advice to members of the nation's armed forces and their families on problems arising from induction into the military service were outlined by Edmund Ruffin Beckwith in a broadcast over the Columbia network, 10:30–10:45 p.m.

APRIL 26: Representative Joseph W. Martin, Jr., of Massachusetts, chairman of the Republican National Committee, was heard over the Columbia network in an address at the Connecticut State Convention of Young Republicans, 10:15–10:45 p.m.

APRIL 29: Manchester Boddy, president and publisher of the Los Angeles *News*, discussed the role of the press in American defense in a broadcast originating at CBS studios in New York, 10:15–10:30 p.m.

SPECIAL EVENTS

APRIL 1: Dr. Thomas Parran, Surgeon General of the United States, read a letter from President Roosevelt inaugurating National Cancer Control Month in a broadcast over the CBS network, 11:00–11:15 p.m.

APRIL 2: Columbia's ace reporter Ted Husing, assisted by Jimmy Dolan, gave the CBS audience a blow-by-blow description of the finals of the National Amateur Athletic Union boxing championships. Broadcasting from a ringside position, Husing brought the winners to the microphone for brief interviews, 11:05–12:00 midnight.

APRIL 8: A special concert given by the St. Louis Symphony Orchestra, for American Chemical Society members convening in St. Louis, was broadcast over the CBS network, 11:00–11:30 p.m.

APRIL 9: CBS covered the ceremonies marking the commissioning of the new 35,000-ton battleship, North Carolina, with short-wave and network broadcasts from the New York Navy Yard in Brooklyn, 11:30–11:45 a.m., 3:30–3:45 p.m.

APRIL 12: The launching of the Rio de Janeiro, new Moore-McCormack passenger liner, at Chester, Pa., was covered in two broadcasts—one to Latin America and the other within the United States—over the facilities of the Columbia Broadcasting System. The actual ceremonies, including christening of the ship by Senhora Alzira Vargas do Amaral Peixoto, daughter of Brazil's President Getulio Vargas, was reported in Portuguese by Luis Lopez Correa, of CBS's foreign language staff, in a short-wave broadcast over Columbia's international station WCAB, and beamed toward Latin America, 1:45–2:00, 2:00–2:15 p.m.

APRIL 12: Ted Husing took his CBS microphone to the Jamaica track for the opening of the 1941 metropolitan racing season. Assisted by Jimmy Dolan, he gave the CBS audience a running description of the Paumonok Handicap, feature race of the first day's program, 4:15–4:30 p.m.

APRIL 19: Major activity at the California Institute of Technology—much of it concerned with problems of national defense—was described in seven pickups from the famous West Coast institution during a Columbia network broadcast, 2:00–2:30 p.m.

APRIL 19: Thirty-fourth annual running of the Excelsior Handicap at Jamaica was described for CBS listeners by Ted Husing, assisted by Jimmy Dolan, 4:30–4:45 p.m.

APRIL 20: The first description of what would be done in America if real enemy aircraft approached was brought Columbia's listeners in an extraordinary broadcast in which Secretary of War Henry L. Stimson spoke and CBS announcers John Charles Dayly and Bob Trout described the first demonstration of the new civilian aircraft warning program. The exclusive CBS broadcast originated at Mitchel Field, Long Island, 5:15–5:30 p.m.

APRIL 22: Senator Harry F. Byrd of Virginia told the CBS audience of his state's Garden Club Tour, this year held for the benefit of Bundles for Britain. Senator Byrd described the itinerary and highlighted features of the tour, 10:15–10:30 p.m.

APRIL 24: CBS covered the Chrysler dealers' presentation of a giant medium armor plate tank to the U. S. Army. The tank, first produced in Chrysler's arsenal in Detroit, was presented to the government as a gift of the Chrysler distributors. K. T. Keller, president of the Chrysler Corporation, and Major General C. M. Wesson were among the army and automotive officials who spoke during the broadcast, which originated inside the huge arsenal, 11:00–11:15 a.m.

APRIL 25: Lord Halifax, British Ambassador to the United States, was heard by Columbia's coast-to-coast audience speaking at a meeting of the Atlanta Bar Association, 10:30–11:00 p.m.

APRIL 26: For the tenth year, Ted Husing brought the CBS audience a trackside account of the Penn Relays at Franklin Field, Philadelphia. Assisted by Jimmy Dolan, Husing described feature races from the infield where he got the best possible view of the runners, 4:30–5:00, 5:40–5:50 p.m.

APRIL 27: Keynote speaker at a meeting under auspices of United China Relief, Inc., former Ambassador William C. Bullitt delivered an address on "The Battle for Democracy in Asia," broadcast over the CBS network from Constitution Hall in Washington, 10:30–11:00 p.m.

EASTER SUNDAY ROUNDUP

APRIL 13: The Columbia Broadcasting System presented an Easter Sunday schedule from all parts of the world extending through the day and evening:

5:00 a.m. Moravian Sunrise Services at Winston-Salem, N. C.

6:00 a.m. Pope Pius XII, speaking from Vatican City.

6:30 a.m. Sunrise Services from Cory Hill, Brookline, Mass., presented through cooperation of eleven Protestant services.

7:00 a.m. Sunrise Services from Forest Park, St. Louis.

7:30 a.m. Sunrise Services from Arlington National Cemetery, Washington, D. C.

8:30 a.m. Glendale Easter Sunrise Services with Los Angeles Symphony Orchestra directed by Albert Coates, with Susanna Foster soloist.

12:30 p.m. Salt Lake City Tabernacle Choir and Organ.

1:00 p.m. Special Catholic Easter Service.

1:45 p.m. Easter Parade (from Madison Hotel, N. Y.).

5:30 p.m. From Edinburgh, Cardiff, Plymouth, Manchester, and London Columbia's foreign correspondents brought the United States a unique description of Easter Sunday observance in embattled England.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
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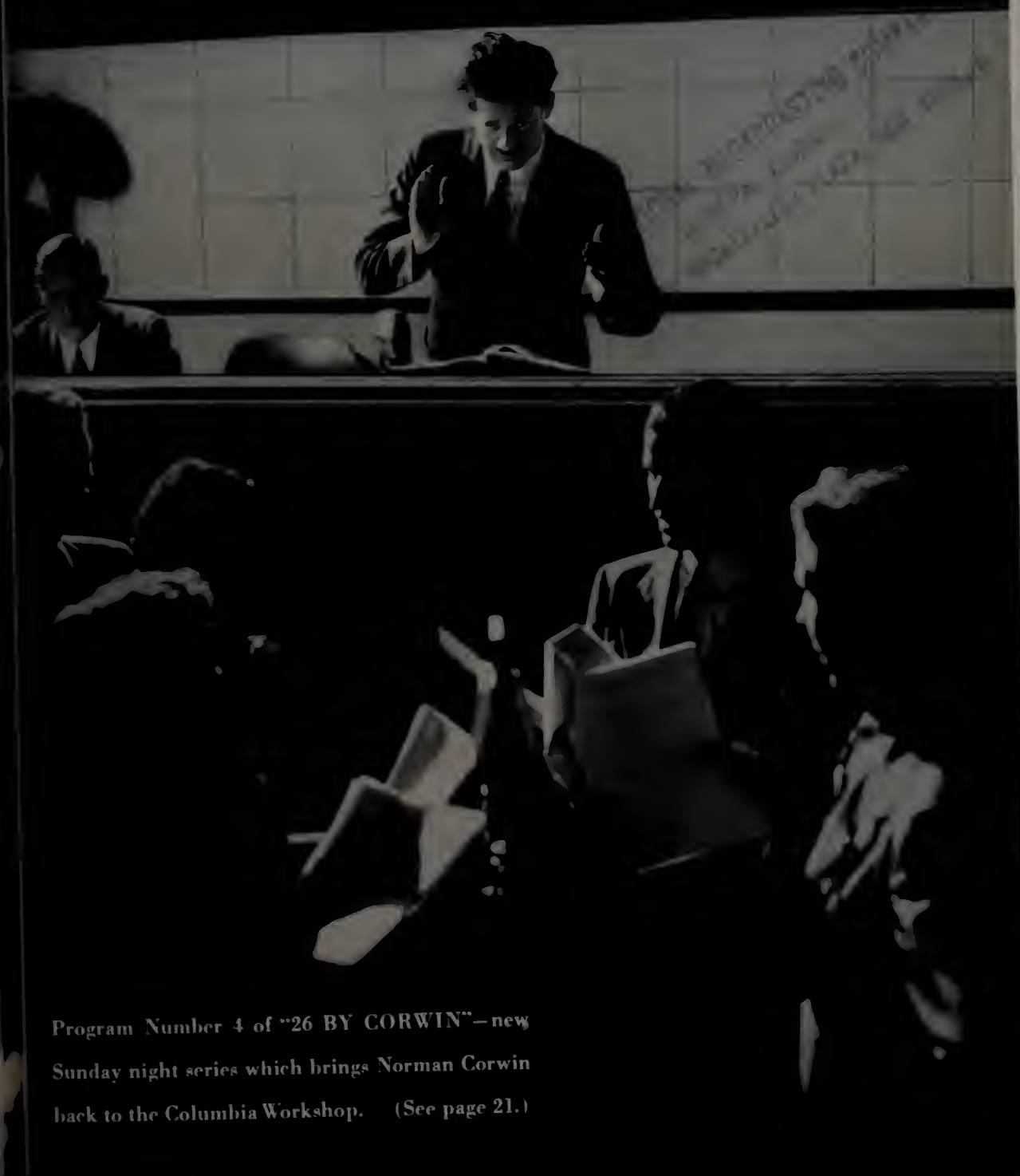
CBS PROGRAM BOOK · JUNE, 1941



Program Number 4 of "26 BY CORWIN"—new Sunday night series which brings Norman Corwin back to the Columbia Workshop. (See page 21.)

JUNE, 1941

THE COLUMBIA PROGRAM BOOK

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All time listed on the following pages is current New York time unless otherwise indicated.

AFFILIATED PRODUCTS, INC. *(434th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 43 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(149th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon. thru Fri. 6:00–6:10 p.m. *Rebroadcast* *11:00–11:10 p.m.* 50 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(265th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 105 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(216th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 51 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR & CO. *(16th Week on CBS)* **Treat Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 51 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
Wayne King and His Orchestra *Music*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: ON TOUR	Luxor Products *Lord & Thomas*
ART METAL WORKS, INC. *(7th Week on CBS)* **Paul Sullivan Reviews the News**	Friday 6:30–6:45 p.m. *Rebroadcast* *12 mid.–12:15 a.m.* *1:00–1:15 a.m.* 23 CBS stations ORIGINATES: WHAS	Ronson Lighters *Cecil & Presbrey, Inc.*

BAYER COMPANY *(296th Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 74 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
BOWEY'S, INC. *(105th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. *Rebroadcast* *1:30–2:00 p.m.* 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
BROWN & WILLIAMSON TOBACCO CORPORATION *(140th Week on CBS)* **Paul Sullivan Reviews the News**	Mon. thru Thurs. 6:30–6:45 p.m. *Rebroadcast* *12 mid.–12:15 a.m.* *1:00–1:15 a.m.* 33 CBS stations ORIGINATES: WHAS	Raleigh Cigarettes *Batten, Barton, Durstine & Osborn, Inc.*
CALIFORNIA FRUIT GROWERS EXCHANGE *(108th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 41 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPANA SALES COMPANY *(163rd Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Tuesday 8:30–8:55 p.m. 55 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
CAMPBELL SOUP COMPANY *(338th Week on CBS)* **Campbell Playhouse** with guest stars	Friday 9:30–10:00 p.m. 65 CBS stations ORIGINATES: WABC	Campbell's Soups *Ward Wheelock Company*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 61 CBS stations ORIGINATES: KNX	

CAMPBELL SOUP COMPANY *Continued*		
Martha Webster *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 58 CBS stations ORIGINATES: WABC	Campbell's Soups *Ward Wheelock Company*
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 37 CBS stations ORIGINATES: KNX	
Lanny Ross *Songs*	Mon. thru. Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(134th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 65 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(273rd Week on CBS)* **Major Bowes' Original Amateur Hour**	Thursday 9:00–10:00 p.m. 85 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(93rd Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:15 p.m. 107 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(281st Week on CBS)* **Colgate Spotlight** with Ed East, Charles Hathaway and his orchestra and guests *Variety*	Thursday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 69 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*

Client and Program	Time	Product and Agency
COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Thursday 8:30–8:55 p.m. *Rebroadcast 12:00–12:25 a.m.* 69 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shave *Ted Bates, Inc.*
City Desk *Drama*		
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 64 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marquette, Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 4:15–4:30 p.m.* 83 CBS stations ORIGINATES: WABC	New Concentrated Super Suds Super Suds *Sherman & Marquette, Inc.*
The Story of Bess Johnson *Serial drama*	Mon. thru Fri. 4:30–4:45 p.m. 82 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:45–5:00 p.m.* 49 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Elmer Davis *News*	Tues. thru Sun. 8:55–9:00 p.m. 90 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
COMMERCIAL CREDIT COMPANY *(62nd Week on CBS)*	Mon., Wed., Fri. 6:10–6:15 p.m. *Rebroadcast 11:10–11:15 p.m. Mon., Wed., Fri. 11:55–12 mid. Mon., Wed., Sat.* 68 CBS stations ORIGINATES: WABC	Automobile Finance Service *O'Dea, Sheldon & Canaday, Inc.*
Bob Trout *News*		
CONTINENTAL BAKING CO., INC. *(334th Week on CBS)*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 47 CBS stations ORIGINATES: ON TOUR	Wonder Bread *Ted Bates, Inc.*
Your Marriage Club with Haven MacQuarrie *Quiz*		

CURTISS CANDY COMPANY *(36th Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 38 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
DOUBLEMINT GUM *(467th Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 69 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EVERSHARP, INC. *(87th Week on CBS)* **Take It or Leave It** with Bob Hawk, MC, David Ross *Quiz*	Sunday 10:00–10:30 p.m. 59 CBS stations ORIGINATES: WABC	Eversharp Pens and Penci *The Biow Company*
FLORIDA CITRUS COMMISSION *(66th Week on CBS)* **Mary Margaret McBride** *Talks*	Mon. thru Fri. 3:00–3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit *Arthur Kudner, Inc.*
FORD MOTOR COMPANY *(372nd Week on CBS)* **Ford Summer Hour** Ford Symphony Orchestra and Chorus, guest conductors and soloists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln *McCann-Erickson, Inc.*
GENERAL FOODS CORPORATION *(314th Week on CBS)* **We, the People** *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 80 CBS stations ORIGINATES: WABC	Sanka *Young & Rubicam, Inc*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, Ted Straeter and his chorus and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 88 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam, Inc*

GENERAL FOODS CORPORATION *Continued*	Mon. thru Fri. 12:00–12:15 p.m. 80 CBS stations ORIGINATES: WABC	Swansdown Cake Flour *Young & Rubicam, Inc.* Diamond Crystal Salt *Benton & Bowles, Inc.*
Kate Smith Speaks; News *Talks and news*		
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast 6:30–6:45 p.m.* 77 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 7:15–7:30 p.m.* 85 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 51 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
GENERAL MILLS, INC. *(366th Week on CBS)*	Mon. thru Fri. 10:00–10:15 a.m. 31 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
By Kathleen Norris *Dramatization of her novels*		
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 9:45–10:00 a.m. *Rebroadcast 5:15–5:30 p.m.* 35 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 9:45–10:00 a.m. *Rebroadcast 5:15–5:30 p.m.* 35 CBS stations ORIGINATES: WBBM	
GULF OIL CORPORATION *(381st Week on CBS)*	Sunday 7:30–8:00 p.m. 79 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
World News Tonight *News*		

INTERNATIONAL SILVER COMPANY *(168th Week on CBS)* **Silver Theater Summer Show** with Ed Sullivan, Will Bradley and his orchestra, Terry Allen, Ray McKinley and others	Sunday 6:00–6:30 p.m. 28 CBS stations ORIGINATES: WABC	International Sterling a 1847 Rogers Bros. Silverplate *Young & Rubicam, In*
IRONIZED YEAST CO., INC. *(92nd Week on CBS)* **Court of Missing Heirs** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 75 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, In*
JOHNSON & JOHNSON *(8th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen	Saturday 11:30–11:45 a.m. *Rebroadcast* *2:30–2:45 p.m.* 59 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, In*
LADY ESTHER, LTD. *(390th Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Monday 10:00–10:30 p.m. 64 CBS stations ORIGINATES: WABC	Face Powder, Face Crean Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(304th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Hollywood Premiere with Louella Parsons and guest stars *Drama*	Friday 10:00–10:30 p.m. 71 CBS stations ORIGINATES: KNX	Lifebuoy Health Soap *William Esty & Company, Inc.*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *9:30–10:00 p.m.* 75 CBS stations 30 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc*

EVER BROTHERS COMPANY *ontinued*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 64 CBS stations ORIGINATES: WABC	Lifebuoy *William Esty & Company, Inc.*
Meet Mister Meek *Drama*		
Big Sister with Alice Frost *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 74 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast* *2:15–2:30 p.m.* 62 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *438th Week on CBS)*	Tues., Wed., Thurs. 10:00–10:15 p.m. 96 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
Glenn Miller and His Orchestra with Paula Kelly, Ray Eberle, and the Modernaires		
Professor Quiz with Bob Trout *Questions and answers*	Tuesday 10:15–10:45 p.m. 70 CBS stations ORIGINATES: WABC	Velvet Pipe and Cigarette Tobacco *Newell-Emmett Co., Inc.*
THOMAS J. LIPTON, INC. *36th Week on CBS)*	Sunday 8:00–8:30 p.m. *Rebroadcast* *10:30–11:00 p.m.* 97 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra		
MAGAZINE REPEATING RAZOR COMPANY *13th Week on CBS)*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 55 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, John Kirby's Band, guest stars		

PROVINCE OF ONTARIO *(6th Week on CBS)* **The Ontario Show** with Luigi Romanelli and his orchestra, Sair Lee and Dave Davies *Variety*	Sunday 5:30–6:00 p.m. 52 CBS stations ORIGINATES: TORONTO	Travel Service *Walsh Advertising Company, Ltd.*
PENN TOBACCO COMPANY *(87th Week on CBS)* **Vox Pop** Parks and Wally *Quiz*	Thursday 7:30–8:00 p.m. 49 CBS stations ORIGINATES: ON TOUR	Kentucky Club Pipe Tobacco *Kiesewetter Advertisi Agency*
PET MILK SALES CORPORATION *(393rd Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars	Saturday 9:45–10:15 p.m. 56 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 67 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(251st Week on CBS)* **Great Moments from Great Plays** Directed by Charles Martin with guest stars and Ray Block's Orchestra *Dramas of O'Neill, Shaw, Ibsen, and others*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30–12:00 p.m.* 84 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, I.*
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 64 CBS stations ORIGINATES: WABC	

CHAIN AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(344th Week on CBS)*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 71 CBS stations ORIGINATES: KNX	Teel Drene *H. W. Kastor & Sons*
Those We Love with Nan Grey, Donald Woods, Richard Cromwell *Drama*		
The Story of Mary Marlin *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. 17 CBS stations ORIGINATES: WBBM	Ivory Soap *Compton Advertising, Inc.*
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 16 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 35 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 43 CBS stations ORIGINATES: WABC	Ivory Flakes *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 51 CBS stations 25 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 50 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(105th Week on CBS)*	Mon. thru Fri. 12:15–12:30 p.m. 51 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
When a Girl Marries *Serial drama*		

R. J. REYNOLDS TOBACCO COMPANY *(421st Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 77 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
Penthouse Party starring Ilka Chase, Yvette and Paul Baron's Orchestra *Variety*	Friday 10:30–11:00 p.m. 98 CBS stations ORIGINATES: WABC	
SPEARMINT GUM *(466th Week on CBS)*	Mon. thru Fri. 5:45–6:00 p.m. 77 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & C*
Scattergood Baines *Serial drama*		
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*	Sunday 6:55–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	
E. R. SQUIBB & SONS *(47th Week on CBS)*	Mon. thru Fri. 3:15–3:30 p.m. 37 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
Frank Parker in Golden Treasury of Song *Musical*		
TEXAS COMPANY *(209th Week on CBS)*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 88 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players," Wynn Murray *Variety*		
U. S. TOBACCO COMPANY *(313th Week on CBS)*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
Gay Nineties Revue starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn		

MERICAN CHICLE COMPANY *12th Week on CBS)* **By the Way** with Bill Henry	Tues., Fri. 9:30–9:45 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
ATHASWEET CORPORATION *86th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
OLONIAL DAMES, INC. *77th Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 8:55–9:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
ALLENKAMP STORES COMPANY *2nd Week on CBS)* **Here's the Clue** with Frank Graham *Commentary*	Thursday 6:45–6:50 p.m. PST ORIGINATES: KNX	Shoes *Long Advertising Service*
ENERAL FOODS CORPORATION *314th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 3:00–3:15 p.m. PST ORIGINATES: KNX	Postum *Young & Rubicam, Inc.*
ENERAL PETROLEUM ORPORATION OF CALIFORNIA *22nd Week on CBS)* **I Was There**	Sunday 9:00–9:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
ICHARD HUDNUT *74th Week on CBS)* **Hollywood Showcase**	Tuesday 9:30–10:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
: LORILLARD COMPANY *261st Week on CBS)* **Don't Be Personal** with Art Baker	Sunday 8:30–9:00 p.m. PST ORIGINATES: KNX	Sensation Cigarettes *Lennen & Mitchell, Inc.*
OS ANGELES SOAP COMPANY *87th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 7:30–7:45 a.m. PST *Rebroadcast* *2:00–2:15 p.m.* PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*

COLUMBIA PACIFIC NETWORK
Continued

THE MENNEN COMPANY *(111th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream *H. M. Kiesewetter Advertising Agency*
NATIONAL LEAD COMPANY *(47th Week on CBS)* **Answer Auction** *Quiz*	Thursday 8:30–9:00 p.m. PST ORIGINATES: KNX	National Lead Products *Erwin Wasey & Co.*
PETER PAUL, INC. *(46th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 4:45–4:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(34th Week on CBS)* **What's On Your Mind?**	Monday 8:30–9:00 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan C*
SOIL OFF MANUFACTURING COMPANY *(17th Week on CBS)* **Bob Garred Reporting** *News*	Thursday 4:45–4:55 p.m. PST Saturday 7:30–7:45 a.m. PST ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency, In*
WILMINGTON TRANSPORTATION COMPANY *(3rd Week on CBS)* **Catalina Fun Quiz**	Mon. thru Fri. 12:00–12:15 p.m. PST ORIGINATES: KNX	Santa Catalina Island, Summer Resort *Arthur Meyerhoff & C*

COLUMBIA CALIFORNIA NETWORK

BREAKFAST CLUB COFFEE, INC. *(21st Week on CBS)* **Voice of Friendship** with Rita Murray	Tues., Thurs. 7:45–8:00 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*
KNOX GELATINE COMPANY *(26th Week on CBS)* **Behind the Headlines with Bob Garred**	Tues., Thurs. 6:50–7:00 p.m. PST ORIGINATES: KNX	Knox Sparkling Gelatine *Kenyon & Eckhardt, In*
SEASIDE OIL COMPANY *(7th Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 4:30–4:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline an Silverol Motor Oil *The McCarty Company*

AMERICAN CHICLE COMPANY* *(39th Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
AMERICAN CIGARETTE & CIGAR CO. *(14th Week on WABC)* **Modern Design Music**	Mon. thru Sat. 8:20–8:25 a.m.	Pall Mall Cigarettes *Ruthrauff & Ryan, Inc.*
AMERICAN SCHOOLS, INC. **Arthur Godfrey** *Participations* (Starts June 3)	Tues., Thurs., Sat. 7:00–7:15 a.m.	High School Course *Huber Hoge and Sons*
BARBASOL COMPANY *(35th Week on WABC)* **Sports News** with Mel Allen	Tues., Thurs. 6:10–6:15 p.m. Saturday 5:55–6:00 p.m.	Barbasol Shaving Cream *Erwin, Wasey & Co., Inc.*
BOND STORES, INC. *(49th Week on WABC)* **Arthur Godfrey**	Mon. thru Sat. 7:30–7:45 a.m.	Bond's Men's Clothing *Neff-Rogow, Inc.*
BOOK HOUSE FOR CHILDREN *(4th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon., Wed., Fri. 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
THE BORDEN COMPANY* (PIONEER DIVISION) *(6th Week on WABC)* **Announcements**	Wed., Fri., Sat. 6:45–6:46:30 p.m.	Reid's Ice Cream *Pedlar & Ryan, Inc.*
BULOVA WATCH COMPANY *(614th Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
DREZMA, INC. *(30th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues. and Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Blaine-Thompson Co., Inc.*

** In addition to number of weeks in which the client has used CBS Network facilities.*

KRUG BAKING COMPANY *(75th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. thru Fri. 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
LEHN & FINK PRODUCTS CORP.* *(6th Week on WABC)* **Arthur Godfrey** *Participations*	Mon., Wed., Fri. 6:35–7:00 a.m.	Hind's Honey & Almond Cream *William Esty & Company, Inc.*
MARLIN FIREARMS COMPANY *(27th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Marlin Razor Blades *Craven & Hedrick, Inc*
McKESSON & ROBBINS, INC. *(4th Week on WABC)* **Evening News**	Mon., Wed., Fri. 10:45–11:00 p.m.	Calox Tooth Powder *J. D. Tarcher & Co., Inc*
MELVILLE SHOE COMPANY *(132nd Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
MILES LABORATORIES, INC. *(25th Week on WABC)* **Afternoon News**	Sunday 2:30–2:35 p.m.	Alka-Seltzer and One-a-Day Vitamins *Wade Advertising Agency*
NOXZEMA CHEMICAL CO., INC.* *(8th Week on WABC)* **Battle of the Boroughs** *Quiz*	Saturday 9:45–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan, Inc.*
THE NEWSPAPER PM, INC. *(14th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 6:35–7:00 a.m.	PM *Harry A. Berk, Inc.*

** In addition to number of weeks in which the client has used CBS Network facilities.*

THE NEWSPAPER PM, INC. *Continued* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues., Thurs., Sat. 8:45–9:00 a.m.	PM *Harry A. Berk, Inc.*
PEPSI-COLA COMPANY* *(44th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
PETER PAUL COMPANY* *(64th Week on WABC)* **Early Riser's News**	Mon., Wed., Fri. 6:30–6:35 a.m.	Mounds *Platt-Forbes, Inc.*
RIVAL PACKING COMPANY *(8th Week on WABC)* **Music of Today**	Mon., Wed., Fri. 8:15–8:20 a.m.	Rival Dog Food *Charles Silver & Company*
SELECT THEATRES CORP. *(38th Week on WABC)* **Midnight News**	Mon., Tues., Wed. 12:00–12:05 a.m.	Hellzapoppin *Blaine-Thompson Co., Inc.*
WARD BAKING COMPANY *(4th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Ward's Tip Top Bread *Sherman K. Ellis & Co., Inc.*
WEST DISINFECTING COMPANY *(7th Week on WABC)* **It Takes a Woman** with Frances Scott	Mon., Wed., Fri. 8:25–8:30 a.m.	CN *Moser & Cotins, Inc.*
R. C. WILLIAMS & CO., INC. **Arthur Godfrey** (Starts June 2)	Mon., Wed., Fri. 7:15–7:30 a.m.	Royal Scarlet Coffee *Alley & Richards, Inc.*

** In addition to number of weeks in which the client has used CBS Network facilities.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

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2. PUBLIC AFFAIRS . . . . . *Page 21*
3. SPECIAL EVENTS . . . . . *Page 21*
4. DRAMATIC SERIES . . . . . *Page 21*
5. SERIOUS MUSIC . . . . . *Page 22*
6. EDUCATIONAL PROGRAMS . . . . . *Page 23*
7. RELIGIOUS BROADCASTS . . . . . *Page 25*
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9. PERSONALITIES . . . . . *Page 26*
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News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery, Joseph C. Harsch, Charles Barbe from Rome; Cecil Brown from Cairo, Leigh White from Belgrade; Betty Wason and Philip Brown from Athens; Winston Burdett and Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., 2:35–3:00 p.m., SUNDAY, 7:30–8:00, 11:00–11:15 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 5:50–5:55 p.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., SUNDAY, 6:30–6:45 p.m., SATURDAY; Paul Sullivan, 6:30–6:45 p.m., FRIDAY. (See also sponsored news programs.)

Headlines and Bylines

11:00–11:15 p.m.
EACH SUNDAY

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

PUBLIC AFFAIRS

Report to the Nation
6:00–6:30 p.m.
EACH SATURDAY

This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series, which originates in Washington, is produced by Brewster Morgan.

Proudly We Hail
2:00–2:30 p.m.
SUNDAY, JUNE 8, 15, 22

The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs. Roy Howard conducts.

SPECIAL EVENTS

William S. Paley Amateur Radio Award
2:30–2:45 p.m.
MONDAY, JUNE 2

From the Hotel Waldorf-Astoria in New York the CBS audience will hear Kansas school teacher Marshall H. Ensor receive the coveted William S. Paley Amateur Radio Award for 1940 from Mr. Paley, president of the Columbia Broadcasting System.

DRAMATIC SERIES

Columbia Workshop
10:30–11:00 p.m.
(8:00–8:30 p.m. to West)
EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious series called "26 by Corwin." The program for June includes:

JUNE 1: "Appointment."

JUNE 8: "An Afternoon with Nick," music by Alexander Semmler.

JUNE 15: "Old Salt."

JUNE 22: "A Philadelphian in Paris."

JUNE 29: "Portrait of a Ham."

The Life of Riley
0:00–10:30 a.m.
EACH SATURDAY

Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a new comedy-drama of a promoter temporarily down in his luck. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.

"Honest Abe"
11:05–11:30 a.m.
EACH SATURDAY

This Saturday morning series, written by E. P. Conkle, starring Henry Hull, dramatizes episodes in the early life of Abraham Lincoln. Sidney Harmon directs.

SERIOUS MUSIC

Columbia Broadcasting Symphony
3:00–4:30 p.m.
EACH SUNDAY

Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts. For June the program includes:

JUNE 1: Sir Thomas Beecham, guest conductor; *Mozart:* Haffner Symphony; *Delius:* The Walk to the Paradise Garden: *Handel-Beecham:* The Faithful Shepherd; *Bizet:* Suite from "The Fair Maid of Perth."

JUNE 8: Composition awarded the Prix de Rome; *Liadoff:* The Enchanted Lake; *Frank Bridge:* The Sea; *Beethoven:* Symphony No. 6.

Columbia Concert Orchestra
7:30–8:00 p.m.
EACH SATURDAY
4:45–5:15 p.m.
TUESDAY, THURSDAY AND FRIDAY

The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed in turn by CBS conductors Howard Barlow, Victor Bay and Bernard Herrmann.

Rotary International Convention
11:30 p.m.–12:00 mid.
SUNDAY, JUNE 15

From Denver's Red Rocks Park Columbia's U. S. and Latin American listeners hear celebration of one of the largest conventions ever held in the West, with Soprano Helen Jepson, and Henry Sachs directing the Denver Symphony Orchestra and 100-voice choir.

SERIOUS MUSIC
Continued

Lewisohn Stadium Concerts
9:30–10:00 p.m.
EACH TUESDAY
(Starts June 24)

From Lewisohn Stadium Columbia again offers its audiences this famous series of summer concerts. June 24th brings conductor Alexander Smallens to the CBS microphone.

Southern Serenade
9:30–10:00 a.m.
EACH WEDNESDAY

A half hour of song and rhythm from the South, with the mellow voices of the Four Clubmen. Louise Wilcher at the organ.

Vera Brodsky
3:30–3:55 p.m.
EACH SATURDAY

Famed concert pianist Vera Brodsky comes back to the Columbia microphone with a wide repertoire of piano music both modern and ancient.

Dorian String Quartet
3:00–3:30 p.m.
EACH SATURDAY

The Dorian String Quartet returns with a series of contemporary chamber works of America and Europe, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, cello.

From the Organ Loft
9:15–9:45 a.m.
EACH SUNDAY

Famous organist Julius Mattfeld brings back Columbia's well known series of organ recitals with a vast new repertory of organ music for the radio.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman
STRINGFELLOW BARR
WILLIAM BENTON
HARRY WOODBURN CHASE
ROBERT I. GANNON, S.J.
ALVIN S. JOHNSON
HENRY R. LUCE
SPENCER MILLER, JR.
RUTH BRYAN ROHDE
THOMAS V. SMITH
WILLIAM ALLEN WHITE
RAY LYMAN WILBUR
JOSEPH H. WILLITS

Invitation to Learning
9:30–10:00 p.m.
TUESDAY, JUNE 10 AND 17
2:00–2:30 p.m.
EACH SUNDAY
STARTING JUNE 29

This series invites listeners to read or re-read the world's great books discussed by Huntington Cairns, Allen Tate and Mark Van Doren.

he People's Platform :00–7:30 p.m. ACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.
hildren Also Are People :45–3:55 p.m. ACH WEDNESDAY	CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too.
olumbia's Country Journal 2:00–12:30 p.m. ACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news. and interviews distinguished agricultural authorities and leaders.
ighways to Health :15–4:30 p.m. ACH FRIDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.
Exploring Space :45–3:55 p.m. ACH FRIDAY	This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.
Columbia's Lecture Hall :45–3:55 p.m. EACH MONDAY	Lectures on a variety of subjects by eminent speakers. many of whom are chosen from the lists of the Columbia Lecture Bureau.
America in Transition :45–3:55 p.m. EACH TUESDAY	This new series features interviews on their work of artists, scientists and technologists by John Allen Wolf.
Adventures in Science 3:45–3:55 p.m. EACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
Of Men and Books 2:30–3:00 p.m. EACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.

RELIGIOUS BROADCASTS

Church of the Air

10:00–10:30 a.m.
1:00–1:30 p.m.
EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In June:

JUNE 1: *Morning:* Rev. Dr. Ernest Fremont Tittle, First Methodist Church, Evanston, Ill.

Afternoon: Rev. Dr. Cornelius B. Muste, The First Reformed Church, Brooklyn, N. Y.

JUNE 8: *Morning:* Dr. Luther Wesley Smith, Executive Secretary, The American Baptist Publication Society, Philadelphia, Pa.

Afternoon: Rev. Patrick J. O'Leary, Ph.D., Dean, Don Bosco College, Newton, N. J.

JUNE 15: *Morning:* Rev. Joseph Sittler, President, Ohio Synod United Lutheran Church in America, Columbus, Ohio.

Afternoon: Roman Catholic Service.

JUNE 22: *Morning:* Rev. Dr. Philip S. Bird, Church of the Covenant, Cleveland, Ohio.

Afternoon: Disciples of Christ Service.

JUNE 29: *Morning:* Rev. Dr. Carl August Voss, Smithfield Congregational Church, Pittsburgh, Pennsylvania.

Afternoon: Roman Catholic Service.

Wings Over Jordan

10:30–11:00 a.m.
EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

JUNE 1: Mr. H. R. Barksdale, President, Florida Normal and Industrial School.

JUNE 8: Rev. W. T. Liggins, Denver, Colorado.

JUNE 15: Mrs. Charlotte A. Bass, Editor, *California Eagle*, Los Angeles.

JUNE 22: To be announced.

JUNE 29: To be announced.

VARIETY

Gold If You Find It

10:30–11:00 a.m.
EACH SATURDAY

From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program, originated by Ray Harvey.

:et the Music 35–3:00 p.m. CH SUNDAY	Fredda Gibson and Jack Leonard, two of radio's outstanding song stylists, are featured vocalists with Lyn Murray and his orchestra and mixed chorus on this new musical series. Each week the program pays tribute to some modern song writer.
atinee at Meadowbrook 00–5:55 p.m. CH SATURDAY	Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.
alling Pan-America 00–4:30 p.m. .CH SATURDAY	The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

ıan Arvizu):30–10:45 p.m. ONDAY, WEDNESDAY, FRIDAY	Juan Arvizu, singing idol of Latin America, is presented by CBS with a Tipica Orchestra under the direction of Ernesto Arcos.
Friend in Deed :30–3:45 p.m. ONDAY THRU FRIDAY	Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.
)utdoors with Bob Edge :15–6:30 p.m. ACH THURSDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.
Vhat's New At The Zoo? 1:30 a.m.–12:00 noon ACH SUNDAY	The vivid and humorous stories of the different animal personalities at the Bronx Zoo are brought to the CBS audience in this unique new Sunday series by John Reed King, the Zoo curators and public.
Vo Politics :00–2:30 p.m. ACH SATURDAY	The series features a quiz panel drawn from members of the National Legislature matching wits on any and all subjects—except that "politics" is barred.

PERSONALITIES
Continued

The Old Dirt-Dobber
9:30–10:00 a.m.
EACH SATURDAY

Tom Williams, horticultural expert of WLA in Nashville, "the old dirt-dobber," answe queries about trees, plants, birds and insect

CHILDREN'S PROGRAMS

Let's Pretend
1:00–1:30 p.m.
EACH SATURDAY

This series, which dramatizes the world greatest fairy tales, has won more awards tha any other children's program. Directed b Nila Mack and presented by a cast of chil actors, "Let's Pretend" has in 1940 won th Radio Daily Award as the best children's pro gram on the air, the Scripps-Howard nation wide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"
1:30–2:00 p.m.
EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists
VARIOUS HOURS
MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Juan Arvizu — Burl Ives
Bob Hannen — Genevieve Rowe

Delta Rhythm Boys, Four Clubmen, Symphonettes
VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra
VARIOUS HOURS
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for June:

Bobby Burne — Bob Millar
Bobby Day — Vaughan Monroe
Tiny Hill — Ray Noble
Sammy Kaye — Alvino Rey
Joey Kearns — Raymond Scott
Dick Shelton

BS SHORT WAVE ROADCAST SCHEDULE O EUROPE AND OUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

SPECIAL CBS BROADCASTS TO EUROPE

ews Broadcasts
In English)
0:15–10:30, 11:30–11:45 a.m.
:30–1:45, 5:45–6:00,
:30–6:45 p.m.
IONDAY THRU FRIDAY
(nItalian,German,French,Polish)
2:00 noon-1p.m.,4:30–5:30p.m.
In Serbo-Croat)
:30–5:45 p.m.
IONDAY THRU SATURDAY
2:00 noon–1 p.m., 5–6 p.m.
UNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

Iollywood News
IONDAY, 2:45–3:00 p.m.
HURSDAY, 7:45–8:00 p.m.
IONDAY, 7:45–8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

Iews in Spanish
0:00–10:05 p.m.
IONDAY THRU SUNDAY
:45–7:00 p.m.
UNDAY THRU FRIDAY
:00–7:15 p.m., SAT. (WCBX)
2:30–12:45p.m.,2:30–2:45p.m.
:45–6:00 p.m.
IONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, (WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

Iews of Latin America n Spanish
:00–8:15 p.m.
IONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unane tells the Latin American republics the news about their own Latin American neighbors.

Iews in Portuguese
7:15–7:30 p.m.
IONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

Carmen Castelo's Broadway Column in Spanish
RIDAY, 7:30–7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

ADDENDA: MAY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of May programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

MAY 2: Speaking under auspices of United Service Organizations, General George C. Marshall, Chief of Staff, U. S. Army, Admiral Harold R. Stark, Chief of U. S. Naval Operations, and District Attorney Thomas E. Dewey, National Chairman of United Service Organizations, were heard by CBS listeners, 11:30–11:45 p.m.

MAY 3: Gale F. Johnston, Treasury Department field director of the Defense Savings staff, outlined his work in an address over the Columbia network. Speaking from the studios of WABC, Johnston discussed the defense bond sale which opened May 1, the establishments of units to conduct the sale, the organization of volunteer committees throughout the nation, 10:15–10:30 p.m.

MAY 4: Dr. James Bryant Conant, President of Harvard University, recently returned from an official mission to England, spoke over the Columbia network on "The Present War Situation," 2:45–3:00 p.m.

MAY 15: Speaking from the CBS studios of WJSV, Representative Hamilton Fish of New York delivered an address on "No Convoys, No War," 11:15–11:30 p.m.

MAY 17: The United Service Organizations' program to provide adequate recreational facilities for men in uniform throughout the country was discussed by Charles P. Taft, Assistant Coordinator of Health, Welfare and Related Defense Activities of the Federal Security Agency in an address over the Columbia network, 10:15–10:30 p.m.

MAY 18: Former Presidential candidate Alf M. Landon discussed the war crisis over Columbia's Topeka station, 5:15–5:30 p.m.

MAY 20: Representative Karl D. Mundt, Republican member of the House Foreign Affairs Committee from South Dakota, spoke over WJSV on "America's Rendezvous with Destiny," 10:15–10:30 p.m.

MAY 21: Oswald Ryan, member of the Civil Aeronautics Board, discussed the pressing problem of Axis penetration in South American aviation in a Columbia network broadcast, 10:15–10:30 p.m.

MAY 27: President Roosevelt's world-famed Fireside Chat, delivered from the Diplomatic Reception Room in the White House, went out to all the world over the Columbia Broadcasting System's long and short wave facilities. In addition to the CBS network in the United States, the President's Chat was short-waved toward Europe over Columbia's station WCAB, and to Latin America over WCBX, 10:30–11:00 p.m.

MAY 28: Representative Louis Ludlow, Democrat from Indiana, presented "The Peace Side" in the war situation over CBS station WJSV, 10:15–10:30 p.m.

MAY 31: Norman Thomas, National Chairman of the Socialist Party, speaking from Washington, urged the American government and people to "Keep America Out of War," 10:15–10:30 p.m.

SPECIAL EVENTS

MAY 1: In celebration of Child Health Day, the Columbia audience heard Miss Catherine F. Lenroot speaking from Washington and Mrs. Ada Mucklestone speaking from Chicago, 3:30–3:45 p.m.

MAY 1: CBS reporter Bob Edge interviewed Governor Sumner Sewall, and officials and residents of Meddybemps, Maine, in a network broadcast originating in CBS Portland station WGAN, and heralding the buying by every Meddybemps resident on May 1 of at least one Federal Defense Bond. 4:45–5:00 p.m.

MAY 6: A transoceanic conversation between three prominent women, noted in their respective countries for service in international affairs, was carried over the CBS network. Dr. Mary E. Wooley, speaking from Cincinnati, Dr. Edith Summerskill, M.P., and Lady Iris Capell, speaking from London, discussed "University Women and War." 4:00–4:15 p.m.

MAY 6: Governor Herbert H. Lehman and Mayor Fiorello H. LaGuardia paid tribute to world famous newspaperwoman Dorothy Thompson in a coast-to-coast Columbia broadcast originating at the Hotel Astor. Addresses by the Governor and the Mayor came from a dinner-table in the Grand Ballroom at the Hotel, where a group of prominent citizens assembled to honor Miss Thompson, 9:30–10:00 p.m.

MAY 7: The Columbia network broadcast the address by Mrs. Franklin D. Roosevelt at ceremonies in Chicago in connection with the dedication of the Negro Art Center in that city. Mrs. Roosevelt was presented by Dr. Alaine Locke, professor of philosophy at Howard University, 4:45–5:00 p.m.

MAY 7: An address by Wendell Willkie, and introductory remarks by Mayor LaGuardia, at the Freedom Rally in New York's Madison Square Garden of the Committee to Defend America by Aiding the Allies, were heard by the nation through the facilities of the Columbia Broadcasting System. 10:15–10:45 p.m.

MAY 10: Charles A. Lindbergh's address at a meeting of the America First Committee in Minneapolis was broadcast over the Columbia network, 10:15–10:45 p.m.

MAY 11: Clark M. Eichelberger, director of the Committee to Defend America by Aiding the Allies, gave the new policies formulated by the Committee in an address over the Columbia network, 7:15–7:30 p.m.

MAY 12: From Belmont Park, CBS sports reporter Ted Husing, assisted by Jimmy Dolan, brought the Columbia audience the exciting track-side account of the Toboggan Handicap, 4:45–5:00 p.m.

MAY 13: Madame Yolande Mero-Irion, chairman and founder of the Women's National Radio Committee, addressed the CBS audience during the proceedings which marked the organization's seventh annual nationwide radio poll, 2:30–2:40 p.m.

MAY 13: Mrs. Franklin D. Roosevelt, speaking under the joint auspices of the College Division of the Committee to Defend America by Aiding the Allies and Student Defenders of Democracy, discussed the problem of "Today's Challenge to the Youth of America," 10:15–10:30 p.m.

MAY 17: Speaking in support of President Roosevelt's foreign policy, Senator Joseph

H. Ball replied to Charles A. Lindbergh in an address over Columbia's Minneapolis station. Senator Ball was the principal speaker at a Norwegian Independence Day Celebration sponsored by Scandinavian groups in Minneapolis, 10:30–11:00 p.m.

MAY 18: Nation-wide observance of "I Am An American Day," was marked on the Columbia network with a broadcast under auspices of the National Education Association. The CBS broadcast presented addresses by Vice President Henry A. Wallace, Speaker Sam Rayburn of the House of Representatives and Associate Justice Justin Miller, of the United States Circuit Court of Appeals. All three speakers discussed "The Government and the Citizen," 4:00–4:30 p.m.

MAY 21: Again Columbia's ace sports reporter Ted Husing, assisted by Jimmy Dolan, brought the races to the nation with his vivid description of the Acorn Handicap, 4:45–5:00 p.m.

MAY 22: Marking National First Aid Week, Dr. Robert L. Swain, editor of "Drug Topics," pointed out the necessity of keeping an adequate supply of first aid material and medication in the home, 4:45–5:00 p.m.

MAY 22: Opening of the dramatic "Britain At War" exhibit in New York's Museum of Modern Art was heralded with an ocean-spanning program over the Columbia Broadcasting System's facilities. Heard on the program were Harold Nicolson, Parliamentary Secretary to British Minister of Information Alfred Duff Cooper, Sir Kenneth Clark, director of the National Gallery in London, John Hay Whitney, president of the Museum of Modern Art, British Ambassador to the United States, Lord Halifax, 6:15–6:30 p.m.

MAY 23: The Columbia network broadcast the address of Senator Burton K. Wheeler of Montana, principal speaker at the Madison Square Garden meeting of the America First Committee, 10:30–11:00 p.m.

MAY 24: "Everyone went to the races" as Ted Husing, ace CBS sports reporter, assisted by Jimmy Dolan, described the Metropolitan Handicap from Columbia's trackside booth at Belmont Park, 4:45–5:00 p.m.

MAY 25: A special broadcast of the Authors' League in connection with a symposium at the University of California was broadcast from the CBS studios of KNX in Hollywood. Among the writers participating in the program, entitled "What Writers in America Can Do For Freedom," were James Hilton, Marc Connelly, Preston Sturges, 2:00–2:30 p.m.

MAY 30: Ted Husing, assisted by Jimmy Dolan, gave Columbia's coast-to-coast listeners a trackside description of the Suburban Handicap, Decoration Day feature at Belmont Park, 4:45–5:00 p.m.

MAY 31: CBS sports reporter Ted Husing, assisted by Jimmy Dolan, brought Columbia network listeners highlights and summaries of the I.C.A.A.A.A. track and field championships' final day when he broadcast from Randall's Island Stadium, scene of the meet, 3:00–3:30, 4:30–5:00 p.m.

MAY 31: A two-way trans-Atlantic discussion between New York's Mayor LaGuardia, newly appointed national director of civilian defense, and Herbert Morrison, British Minister for Home Security, was broadcast to the nation over the CBS network. The trans-oceanic conversation took up problems of civilian defense and morale, 6:30–6:45 p.m.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building St. Louis • 625 Second Avenue, South, Minneapolis • Wilder Building, Charlotte, North Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 34 Hallam Street, W.1, London • Cable address, Columbia, New York

CBS PROGRAM BOOK · JULY, 1941

CBS announcer John Charles Daly and (narrator) Burgess Meredith report on the "Spirit of '41" from Fort Benning, Georgia (see page 21).

JULY, 1941

THE COLUMBIA PROGRAM BOOK

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AFFILIATED PRODUCTS, INC. *(439th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 43 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(154th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon. thru Fri. 6:00–6:10 p.m. (Beginning July 28: Mon., Wed., Fri.) *Rebroadcast* *11:00–11:10 p.m.* 50 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(270th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Louise King, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 106 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(221st Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 51 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR & CO. *(21st Week on CBS)* **Treat Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 51 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
Wayne King and His Orchestra *Music*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Products *Lord & Thomas*
BAYER COMPANY *(301st Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 75 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOWEY'S, INC. *(10th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. *Rebroadcast* *1:30–2:00 p.m.* 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
BROWN & WILLIAMSON TOBACCO CORPORATION *(13th Week on CBS)* **Paul Sullivan Reviews the News**	Mon. thru Thurs. 6:30–6:15 p.m. *Rebroadcast* *12 mid.–12:15 a.m.* *1:00–1:15 a.m.* 53 CBS stations ORIGINATES: WHAS	Raleigh Cigarettes *Batten, Barton, Durstine & Osborn, Inc.*
CALIFORNIA FRUIT GROWERS EXCHANGE *(14th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 41 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPANA SALES COMPANY *(Twelfth Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *(Drama)*	Tuesday 8:30–8:55 p.m. 54 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
CAMPBELL SOUP COMPANY *(Third Week on CBS)* **Amos 'n' Andy** *(Serial comedy drama)* **Martha Webster** *(Homemaker serial)*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 61 CBS stations ORIGINATES: KNX Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *[illegible]* [illegible] CBS stations ORIGINATES: [illegible]	Campbell's Soups *Ward Wheelock Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *(Continued)*		
You're The Expert with Fred Uttal, MC, and guests *Forum*	Mon. thru Fri. 2:30–2:45 p.m. 37 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru. Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(139th Week on CBS)*		
Dr. Christian with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 65 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(278th Week on CBS)*		
Major Bowes-Morton Gould Hour	Thursday 9:00–10:00 p.m. 85 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(98th Week on CBS)*		
Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 8:00–8:30 p.m. 105 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(286th Week on CBS)*		
Colgate Spotlight with Ed East, Charles Hathaway and his orchestra and guests *Variety*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 69 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 69 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shave *Ted Bates, Inc.*
City Desk *Drama*		
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 4:30–4:45 p.m.* 64 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marquette, Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 4:15–4:30 p.m.* 83 CBS stations ORIGINATES: WABC	New Concentrated Super Suds Super Suds *Sherman & Marquette, Inc.*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:45–5:00 p.m.* 49 CBS stations ORIGINATES: WEBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Elmer Davis *News*	Tues. thru Sun. 8:55–9:00 p.m. 91 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
COMMERCIAL CREDIT COMPANY *(19th Week on CBS)*	Mon., Wed., Fri. 6:10–6:15 p.m. *Rebroadcast 11:10–11:15 p.m. Mon., Wed., Sat. 11:55–12 mid.* 64 CBS stations ORIGINATES: WABC	Automobile Finance Service *O'Dea, Sheldon & Canaday, Inc.*
CONTINENTAL BAKING CO., INC. *(20th Week on CBS)*	Thursday 7:30–8:00 p.m. *Rebroadcast 11:30–12 mid.* 38 CBS stations ORIGINATES: ON TOUR	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
Your Marriage Club with Haven MacQuarrie *Quiz*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY *(10th Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 41 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Compa*
DOUBLEMINT GUM *(472nd Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 69 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EVERSHARP, INC. *(92nd Week on CBS)* **Take It or Leave It** with Bob Hawk, MC, David Ross *Quiz*	Sunday 10:00–10:30 p.m. 60 CBS stations ORIGINATES: WABC	Eversharp Pens and P *The Biow Compan*
FLORIDA CITRUS COMMISSION *(71st Week on CBS)* **Mary Margaret McBride** *Talks* (Ends July 4)	Mon. thru Fri. 3:00–3:15 p.m. 25 CBS stations (Tues. and Thurs. 20 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit *Arthur Kudner, In*
FORD MOTOR COMPANY *(377th Week on CBS)* **Ford Summer Hour** Ford Symphony and Rhythm Orchestras and Chorus, guest conductors and soloists *With Talks by Linton Wells*	Sunday 9:00–10:00 p.m. 57 CBS stations ORIGINATES: WJR	Ford motor cars, tru and tractors Mercury Lincoln *McCann-Erickson,*
GENERAL FOODS CORPORATION *(319th Week on CBS)* **We, the People** with Burgess Meredith *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 80 CBS stations ORIGINATES: WAB	Sanka *Young & Rubicam,*
Claudia and David with Patricia Ryan and Richard Kollmar	Friday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 80 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam,*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *(continued)*		
Kate Smith Speaks; News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 80 CBS stations ORIGINATES: KATE SMITH'S CAMP, LAKE PLACID	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.* Diamond Crystal Salt *Benton & Bowles, Inc.*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast 6:30–6:45 p.m.* 73 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca Postum *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 7:15–7:30 p.m.* 85 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 51 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
GENERAL MILLS, INC. *(Big Top Week on CBS)*	Mon. thru Fri. 10:00–10:15 a.m. 81 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
By Kathleen Norris *Dramatization of her novels*		
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 9:45–10:00 a.m. *Rebroadcast 5:45–6:30 p.m.* 95 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 9:45–10:00 a.m. *Rebroadcast 5:45–5:30 p.m.* 35 CBS stations ORIGINATES: WBBM	
GULF OIL CORPORATION *(Sixth Week on CBS)*	Sunday 7:30–8:00 p.m. 79 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
World News Tonight *News*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
INTERNATIONAL SILVER COMPANY *(173rd Week on CBS)* **Silver Theater Summer Show** with Ed Sullivan, Will Bradley and his orchestra, Terry Allen, Ray McKinley and others	Sunday 6:00–6:30 p.m. 26 CBS stations ORIGINATES: WABC	International Sterling [illegible] 1847 Rogers Bros. Silverplate *Young & Rubicam, [illegible]*
IRONIZED YEAST CO., INC. *(97th Week on CBS)* **Court of Missing Heirs** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 75 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, [illegible]*
JOHNSON & JOHNSON *(13th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Saturday 11:30–11:45 a.m. *Rebroadcast* *2:30–2:45 p.m.* 59 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, [illegible]*
LADY ESTHER, LTD. *(395th Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Monday 10:00–10:30 p.m. 64 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, [illegible]*
LEVER BROTHERS COMPANY *(309th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama* (Series ends July 7, returning same time, September 8)	Monday 9:00–10:00 p.m. 66 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Hollywood Premiere with Louella Parsons and guest stars *Drama*	Friday 9:30–10:00 p.m. 71 CBS stations ORIGINATES: KNX	Lifebuoy Health Soap *William Esty & Company, Inc.*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. 53 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, [illegible]*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *(Continued)*		
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. 60 CBS stations ORIGINATES: WABC	Lifebuoy Soap *William Esty & Company, Inc.*
Big Sister with Alice Frost *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast 2:00–2:15 p.m.* 73 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 2:15–2:30 p.m.* 61 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(153rd Week on CBS)*	Tues., Wed., Thurs. 10:00–10:15 p.m. 98 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
Glenn Miller and His Orchestra with Paula Kelly, Ray Eberle, and the Modernaires		
Professor Quiz with Bob Trout *Questions and answers*	Tuesday 10:15–10:45 p.m. 70 CBS stations ORIGINATES: WABC	Velvet Pipe and Cigarette Tobacco *Newell-Emmett Co., Inc.*
PROVINCE OF ONTARIO *(11th Week on CBS)*	Sunday 5:30–6:00 p.m. 53 CBS stations ORIGINATES: TORONTO	Travel Service *Walsh Advertising Company, Ltd.*
The Ontario Show with Luigi Romanelli and his orchestra, Sair Lee and Dave Davies *Variety*		
PACIFIC COAST BORAX CO. *(Begins July 3)*	Thursday 8:00–8:30 p.m. *Rebroadcast 12:30–1:00 a.m.* 57 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes *McCann-Erickson, Inc.*
Death Valley Days *Drama*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PET MILK SALES CORPORATION *(398th Week on CBS)*	Saturday 9:45–10:15 p.m. 54 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Saturday Night Serenade Bill Perry, tenor; Bob Trout, Gustave Haenschen's Orchestra and Chorus and guest stars		
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 65 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(256th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 84 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, Inc.*
Great Moments from Great Plays Directed by Charles Martin with guest stars and Ray Block's Orchestra *Dramas*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 64 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(319th Week on WABC)*	Mon. thru Fri. 5:00–5:15 p.m. 17 CBS stations ORIGINATES: WBEM	Ivory Soap *Benton & Bowles*
The Story of Mary Marlin *Serial drama*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 16 CBS stations	Duz *Compton Advertising, Inc.*
	7 CBS stations ORIGINATES: WABC	Dreft *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 35 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(Continued)*		
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 50 CBS stations ORIGINATES: WABC	Ivory Flakes *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 51 CBS stations 5 CBC stations ORIGINATES: WBKM	Oxydol *Blackett-Sample-Hummert, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 18 CBS stations 17 CBC stations ORIGINATES: WBKM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBKM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(Week on CBS)*	Mon. thru Fri. 12:15–12:30 p.m. 51 CBS stations ORIGINATES: WJAR	Insurance Services *Benton & Bowles, Inc.*
When a Girl Marries *Serial drama*		
R. J. REYNOLDS TOBACCO COMPANY *(Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast* 10:30–11:00 p.m. 77 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
Penthouse Party featuring Ilka Chase, Yvette and Paul Baron's Orchestra *Variety*	Friday 10:00–10:30 p.m. 60 CBS stations ORIGINATES: WABC	
SPEARMINT GUM *(Week on CBS)*	Sunday 6:45–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS *(52nd Week on CBS)* **Frank Parker in Golden Treasury of Song** *Musical*	Mon. thru Fri. 3:15–3:30 p.m. 37 CBS stations (43 on Wednesday) ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(214th Week on CBS)* **Treasury-Hour—Millions for Defense** The Texas Company donates its summer period, and America's greatest radio, stage and screen stars their talents, in behalf of the sale of U.S. Defense Bonds. Earle McGill directs the new series, of which Howard Dietz is Coordinator-Chairman; music is furnished by Al Goodman's "Star Theatre" orchestra and chorus led by Ray Block; and Larry Elliott announces.	Wednesday 9:00–10:00 p.m. 88 CBS stations ORIGINATES: WABC & KNX	U. S. Defense Stamps and Bonds *Buchanan & Co.*
U. S. TOBACCO COMPANY *(318th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
AMERICAN CHICLE COMPANY *(17th Week on CBS)* **By the Way** with Bill Henry	Tues., Fri. 9:30–9:45 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
BATHASWEET CORPORATION *(91st Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
COLONIAL DAMES, INC. *(82nd Week on CBS)* **"Find A Woman"** with Knox Manning	Sunday 7:25–7:30 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*

COLUMBIA PACIFIC NETWORK

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CALLENKAMP STORES COMPANY *(7th Week on CBS)* **Here's the Clue** with Frank Graham *Commentary*	Thursday 6:45–6:50 p.m. PST Beginning July 11 Friday 8:45–9:00 p.m. PST ORIGINATES: KNX	Shoes *Long Advertising Service*
GENERAL FOODS CORPORATION *(19th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 3:00–3:15 p.m. PST ORIGINATES: KNX	Walter Baker's Chocolate and Cocoa *Benton & Bowles, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(27th Week on CBS)* **I Was There**	Sunday 9:00–9:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(79th Week on CBS)* **Hollywood Showcase**	Tuesday 8:30–9:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
P. LORILLARD COMPANY *(26th Week on CBS)* **Don't Be Personal** with Art Baker *Quiz*	Sunday 8:30–9:00 p.m. PST ORIGINATES: KNX	Beechnut Cigarettes *Lennen & Mitchell, Inc.*
LOS ANGELES SOAP COMPANY *(22nd Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 2:00–2:15 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
THE MENNEN COMPANY *(110th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream *H. M. Kiesewetter Advertising Agency*
NATIONAL LEAD COMPANY *(52nd Week on CBS)* **Answer Auction** *Quiz*	Sunday 7:30–8:00 p.m. PST ORIGINATES: KNX	National Lead Products *Erwin Wasey & Co.*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	**PETER PAUL, INC.** *(51st Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 4:45–4:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
	PLANTERS NUT AND CHOCOLATE COMPANY *(39th Week on CBS)* **What's On Your Mind?**	Monday 8:00–8:30 p.m. PST ORIGINATES: KNX	Planters Salted Pean[illegible] Planters Peanut Oil *Raymond R. Mor[illegible]*
	SOIL OFF MANUFACTURING COMPANY *(22nd Week on CBS)* **Bob Garred Reporting** *News*	Thursday 4:45–4:55 p.m. PST Saturday 7:30–7:45 a.m. PST ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agen[illegible]*
	THE TAYTON COMPANY **Jimmie Fidler** *Motion Picture Commentaries* (Begins July 11)	Friday 8:30–8:45 p.m. PST ORIGINATES: KNX	Tayton Cosmetics *Batten, Barton, D[illegible] & Osborn, Inc.*
	WILMINGTON TRANSPORTATION COMPANY *(8th Week on CBS)* **Catalina Fun Quiz**	Mon. thru Fri. 1:45–2:00 p.m. PST ORIGINATES: KNX	Santa Catalina Island Summer Resort *Arthur Meyerhoff [illegible]*
COLUMBIA CALIFORNIA NETWORK	**BREAKFAST CLUB COFFEE, INC.** *(26th Week on CBS)* **Voice of Friendship** with Rita Murray	Mon., Wed. 9:45–10:00 a.m. PST ORIGINATES: KNX	Breakfast Club Coff[illegible] *Lockwood-Shackle[illegible] Advertising Age[illegible]*
	KNOX GELATINE COMPANY *(31st Week on CBS)* **Behind the Headlines with Bob Garred**	Tues., Thurs. 6:50–7:00 p.m. PST ORIGINATES: KNX	Knox Sparkling Gel[illegible] *Kenyon & Eckhardt*
	SEASIDE OIL COMPANY *(12th Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 4:30–4:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline Silverol Motor Oil *The McCarty Co[illegible]*
	UNION OIL COMPANY *(51st Week on CBS)* **Nelson Pringle** *News Analysis* (Begins July 7)	Mon. thru Fri. 7:45–8:00 a.m. PST ORIGINATES: KNX	Gas and Oil *Lord & Thomas*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN CHICLE COMPANY* (Sixth Week on WABC) **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
AMERICAN CIGARETTE & CIGAR COMPANY* (Fifth Week on WABC) **Modern Design Music**	Mon. thru Sat. 8:20–8:25 a.m.	Pall Mall Cigarettes *Ruthrauff & Ryan, Inc.*
BEN MARDEN'S RIVIERA (Sixth Week on WABC) **Music of Today**	Mon., Wed., Fri. 8:15–8:20 a.m.	Ben Marden's Riviera *J. R. Kupsick Advertising Agency, Inc.*
H. C. BOHACK COMPANY, INC. (Begins July 8) **Mary Margaret McBride**	Tues., Thurs. 3:00–3:15 p.m.	Bohack Stores and Bohack Products *F. M. Freystadt Associates, Inc.*
BOOK HOUSE FOR CHILDREN (Sixth Week on WABC) **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon., Wed., Fri. 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
THE BORDEN COMPANY* (PIONEER DIVISION) (Fifth Week on WABC) **Announcements**	Wed., Fri., Sat. 6:15–6:16:30 p.m.	Reid's Ice Cream *Pedlar & Ryan, Inc.*
BULOVA WATCH COMPANY (Ninth Week on WABC) **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED* (Begins July 7) **Announcements**	Mon., Tues., Thurs. 6:15–6:16:30 p.m.	Vaseline Preparations *McCann-Erickson, Inc.*
DREZMA, INC. (Seventh Week on WABC) **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m.	"Drezma" Cosmetics *Blaine-Thompson Co., Inc.*

*In addition to hourly [illegible] CBS Network facilities.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
FLORIDA CITRUS COMMISSION* (Begins July 7) **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Florida Citrus Fruit *Arthur Kudner, Inc.*
KEM LABORATORIES *(3rd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Thursday 8:15–9:00 a.m.	Kem Liquid Plant Food *Neff-Rogow, Inc.*
KRUG BAKING COMPANY *(80th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. thru Fri. 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
LEHN & FINK PRODUCTS CORP.* *(11th Week on WABC)* **Arthur Godfrey** *Participations* (Series ends July 2)	Mon., Wed., Fri. 6:35–7:00 a.m.	Hind's Honey & Almond Cream *William Esty & Company, Inc.*
MARLIN FIREARMS COMPANY *(32nd Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Marlin Razor Blades *Craven & Hedrick, Inc.*
McKESSON & ROBBINS, INC.* *(9th Week WABC)* **Evening News**	Mon., Tues., Wed. 10:45–11:00 p.m.	Calox Tooth Powder *J. D. Tarcher & Co., Inc.*
MELVILLE SHOE COMPANY *(137th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
NOXZEMA CHEMICAL CO., INC.* *(13th Week on WABC)* **Battle of the Boroughs** *Quiz*	Saturday 9:45–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan, Inc.*

*In addition to number of weeks in which the client has used CBS Network facilities.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PEPSI-COLA COMPANY* *(9th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
PETER PAUL COMPANY* *(9th Week on WABC)* **Early Riser's News**	Mon., Wed., Fri. 6:30–6:35 a.m.	Mounds *Platt-Forbes, Inc.*
PLECT THEATRES CORP. *(3rd Week on WABC)* **Announcement**	Mon., Tues., Wed. 11:58:50 p.m.–12 mid.	"Hellzapoppin" *Blaine-Thompson Co., Inc.*
THE SHALER COMPANY *(3rd Week on WABC)* **Arthur Godfrey** *Participations* (Starts July 18)	Mon. thru Sat. 6:35–7:00 a.m.	Rislone Motor Tune-up *Kirkgasser-Drew Advertising Agency*
WARD BAKING COMPANY *(9th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Ward's Tip Top Bread *Sherman K. Ellis & Co., Inc.*
WARNER BROTHERS PICTURES, INC.* *(12nd Week on WABC)* **Arthur Godfrey** *Participations* (Ends July 5)	Mon. thru Sat. 7:00–7:15 a.m.	"Sergeant York" *J. Walter Thompson Co.*
WEST DISINFECTING COMPANY *(4th Week on WABC)* **It Takes a Woman** with Frances Scott	Mon., Wed., Fri. 8:25–8:30 a.m.	CN *Moser & Cotins, Inc.*
R. C. WILLIAMS & CO., INC. *(10th Week on WABC)* **Arthur Godfrey**	Mon., Wed., Fri. 7:30–7:45 a.m.	Royal Scarlet Coffee *Alley & Richards Co.*

Unavailable in number of weeks in which the client has used CBS Network facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. NEWS BROADCASTS . . . . . *Page 20*
2. NATIONAL DEFENSE . . . . . *Page 21*
3. VARIETY PROGRAMS . . . . . *Page 21*
4. DRAMATIC SERIES . . . . . *Page 22*
5. SERIOUS MUSIC . . . . . *Page 23*
6. EDUCATIONAL PROGRAMS . . . . . *Page 24*
7. CHILDREN'S PROGRAMS . . . . . *Page 25*
8. RELIGIOUS BROADCASTS . . . . . *Page 26*
9. PERSONALITIES . . . . . *Page 26*
10. LIGHT MUSIC . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: JUNE PROGRAMS . . . . . *Page 29*

PROGRAM AND TIME	DESCRIPTION
News Summaries, Analyses and Broadcasts from Europe SCHEDULED PERIODS MONDAY THRU SUNDAY	Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule: *News Broadcasts:* Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery and Howard K. Smith from Berlin; Charles Barbe from Rome; Cecil Brown with the British Forces in Syria; Edward Chorlian from Cairo; Winston Burdett and Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00–8:15 a.m., SUNDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY, 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY. *News Summaries:* 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY. *News Analyses:* Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., SUNDAY, 6:30–6:45 p.m., SATURDAY; Paul Sullivan, 6:30–6:45 p.m., FRIDAY. (See also sponsored news programs.)
Headlines and Bylines 11:00–11:15 p.m. EVERY SUNDAY	In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe. Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

	PROGRAM AND TIME	DESCRIPTION
NATIONAL DEFENSE	**Report to the Nation** 8:00–8:30 p.m. EACH MONDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is produced by Brewster Morgan.
	Proudly We Hail 8:30–8:55 p.m. EACH FRIDAY	The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs. Harry Bargy conducts.
	Spirit of '41 4:30–5:00 p.m. EACH SUNDAY	Broadcast in the interest of national defense, this new series singles out each week a unit of the Army, Navy or Marines and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.
	Calling Pan-America 4:00–4:30 p.m. EACH SATURDAY	The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originating in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.
	The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.
	You Decide 1:30–2:00 p.m. EACH SUNDAY BEGINNING JULY 13	Crucial democratic issues in the early lives of celebrities are dramatized, and a panel of youngsters discusses the decision that should have been made. The celebrity then appears in person and tells why he decided as he did.
VARIETY	**Gold If You Find It** 10:30–11:00 a.m. EACH SATURDAY	From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program which was originated by Ray Harvey.

PROGRAM AND TIME	DESCRIPTION	
Forecast" 00–10:00 p.m. EACH MONDAY BEGINNING JULY 14	For the second summer, CBS presents "Forecast," annual eight-week series of new programs based on unusual, exciting radio ideas. Following the brilliant pattern set in 1940, each broadcast represents a sample of an entire radio series. The brightest names of stage and screen are starred in the programs, which originate from New York and Hollywood. JULY 14: "The Thousands and One Nights," starring Marlene Dietrich, with a distinguished supporting cast, and a large orchestra under the direction of Wilbur Hatch. JULY 21: From New York: "51 East 51," an ingenious musical show "with comedy and vice versa," starring Kay Thompson and featuring several famous musical personalities. From Hollywood: Mischa Auer in a new comedy. JULY 28: "Song Without End," a dramatic, imaginative treatment of the lives of great composers, with guest stars playing the composers and famous virtuosi performing their music.	VARIETY
outhern Cruise 30–8:00 p.m. EACH FRIDAY BEGINNING JULY 11	Frances Langford and Dick Powell are the singing leads in this unusual story placed aboard a mythical American liner making calls in the various ports of the Pan American nations. The new series is broadcast in the United States and short waved to Latin America.	
Quince at Meadowbrook 00–5:55 p.m. EACH SATURDAY	Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this new series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.	
olumbia Workshop 0:30–11:00 p.m. EACH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious, original series called "26 by Corwin."	DRAMATIC SERIES

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES *Continued*	**"Young Ideas"** 5:00–5:30 p.m. EACH SUNDAY	The youthful employes of Columbia's Hollywood station KNX direct, cast and perform in this new series, a direct outgrowth of the KNX Junior Workshop.
	The Life of Riley 11:05–11:30 a.m. EACH SATURDAY	Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a new comedy-drama. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.
SERIOUS MUSIC	**Columbia Broadcasting Symphony** 3:00–4:00 p.m. EACH SUNDAY	Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts. For July the program includes: JULY 6: *Rossini:* Overture to "William Tell"; *Tschaikowsky:* Waltz from Serenade in C Minor; *Dvorak:* New World Symphony. JULY 13: *Mozart:* Overture to "Marriage of Figaro"; *Schubert:* Entr'acte and Ballet Music from "Rosamunde"; *Richard Strauss:* Ein Heldenleben. JULY 20: *Bizet:* "Patrie" dramatic overture, Entr'actes and Bohemian Dance from "Carmen"; *Mendelssohn:* Italian Symphony. JULY 27: *Mozart:* Symphony in G Minor; *Meredith Willson:* San Juan Bautista from Symphony No. 2, "Missions of Southern California." *Liszt:* Les Preludes.
	Columbia Concert Orchestra 1:30–5:00 p.m. MONDAY, THURSDAY, FRIDAY 9:30–10:00 p.m. EACH FRIDAY 7:30–8:00 p.m. EACH SATURDAY	The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed in turn by CBS conductors Howard Barlow, Victor Bay and Bernard Herrmann.
	Lewisohn Stadium Concerts 9:30–10:00 p.m. (8:30–10:30 p.m. WCBX only) EACH TUESDAY	From Lewisohn Stadium Columbia brings the famous concerts to its audiences in Latin America as well as the United States. For the Latin American listeners the programs are announced in Spanish and Portuguese alternately each week.

PROGRAM AND TIME	DESCRIPTION	
Columbia Concert Hall 3:00–3:55 p.m. SATURDAY, JULY 19	The Columbia Concert Hall, presenting the Dorian String Quartet, with Vera Brodsky at the piano, offer *Villa-Lobos'* String Quartet No. 3 and *Dvorak's* Quintet for Piano and String, Opus 81, in A Major.	**SERIOUS MUSIC**
Vera Brodsky 3:30–3:55 p.m. EACH SATURDAY	Famed concert pianist Vera Brodsky comes back to Columbia with a wide repertoire of piano music both modern and ancient. JULY 5: All-Spanish program. JULY 12: All-*Brahms* program: Capriccios and Intermezzi.	
Dorian String Quartet 3:00–3:30 p.m. EACH SATURDAY	The Dorian String Quartet returns with a series of contemporary chamber works of America and Europe, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, cello. JULY 12: *Gounod:* Third Quartet.	
From the Organ Loft 9:15–9:45 a.m. EVERY SUNDAY	Famous organist Julius Mattfeld brings back Columbia's well known series of organ recitals with a vast new repertory.	
CBS ADULT EDUCATION BOARD	"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman — HENRY R. LUCE STRINGFELLOW BARR — SPENCER MILLER, JR. WILLIAM BENTON — RUTH BRYAN ROHDE HARRY WOODBURN CHASE — THOMAS V. SMITH ROBERT I. CANNON, S.J. — WILLIAM ALLEN WHITE ALVIN S. JOHNSON — RAY LYMAN WILBUR JOSEPH H. WILLITS	**EDUCATIONAL PROGRAMS**
Invitation to Learning 2:00–2:30 p.m. EVERY SUNDAY	This series invites listeners to read or re-read the world's great books discussed by Huntington Cairns, Allen Tate and Mark Van Doren.	

	PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS *Continued*	**Children Also Are People** 3:45–3:55 p.m. EACH WEDNESDAY	CBS presents a new series of broadcasts by child experts and various celebrities to show parents that children are people, too.
	Columbia's Country Journal 12:00–12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round up of farm news, and interviews distinguished agricultural authorities and leaders.
	Highways to Health 4:15–4:30 p.m. EACH FRIDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.
	Exploring Space 3:45–3:55 p.m. EACH FRIDAY	This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.
	Columbia's Lecture Hall 3:45–3:55 p.m. EACH MONDAY	Columbia's listeners hear lectures and discussions on Latin American affairs by various authorities in the field.
	America in Transition 3:45–3:55 p.m. EACH TUESDAY	This new series features interviews on the work of artists, scientists and technologists by John Allen Wolf.
	Adventures in Science 3:45–3:55 p.m. EACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in connection with Science Service, Inc.
	Of Men and Books 2:30–3:00 p.m. EACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.
CHILDREN'S PROGRAMS	**Let's Pretend** 1:00–1:30 p.m. EACH SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of famous actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

PROGRAM AND TIME	DESCRIPTION
RELIGIOUS BROADCASTS	
Church of the Air :00–10:30 a.m. 00–1:30 p.m. CH SUNDAY	The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In July: JULY 6: *Morning:* Lt. Col. Frederick Percy Houghton, Chaplain, 28th Division, U. S. A., Indiantown Gap, Pennsylvania. *Afternoon:* Mr. Harold B. Lee, Quorum of the Twelve Apostles, Church of Jesus Christ of Latter-Day Saints, Salt Lake City, Utah. JULY 13: *Morning:* Dr. William R. Pankey, Second Baptist Church, St. Louis, Missouri. *Afternoon:* Roman Catholic Service. JULY 20: *Morning:* Dr. N. C. Carlsen, President, United Danish Evangelical Lutheran Church in America, Blair, Nebraska. *Afternoon:* Dr. Frank F. Bunker, Christian Science Committee on Publication for the District of Columbia, Washington, D. C. JULY 27: *Morning:* Methodist Service. *Afternoon:* Rev. Bryan J. McEntegart, President, National Conference of Catholic Charities, Catholic Charities Diocese of N. Y.
Vings Over Jordan 0:30–11:00 a.m. CH SUNDAY	This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices. JULY 6: Willa B. Brown, Oaklawn, Ill. Coordinator Civil Pilot Training, Coffey Flying Service, Harlem Airport JULY 13: To be announced. JULY 20: Dr. J. I. Drake, President, State Agricultural and Mechanical Institute, Normal, Alabama. JULY 27: Mary L. Williams, President, American Teachers Association, Charleston, W. Va.
PERSONALITIES	
he Old Dirt-Dobber 00–10:00 a.m. CH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.
Outdoors with Bob Edge 15–6:30 p.m. CH THURSDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

	PROGRAM AND TIME	DESCRIPTIO
PERSONALITIES *Continued*	**Juan Arvizu** 10:30–10:45 p.m. MONDAY, TUESDAY, WEDNESDAY	Juan Arvizu, singing idol of Latin Ameri[illegible] presented by CBS with a Tipica Orche[illegible] under the direction of Ernesto Arcos.
	What's New At The Zoo? 11:30 a.m.–12:00 noon EACH SUNDAY	The vivid and humorous stories of the di[illegible]ent animal personalities at the Bronx Zoo [illegible] brought to the CBS audience in this [illegible] new Sunday series by John Reed King.
LIGHT MUSIC	**SPEBSQSA** 8:30–8:55 p.m. EACH THURSDAY	Bright new CBS summer feature is "The S[illegible]iety for the Preservation and Encourag[illegible] of Barber Shop Quartette Singing in A[illegible]ica," boasting such members as ex-Postma[illegible] General James A. Farley, the Mayor of N[illegible] York, and the Governors of New Mexi[illegible] Texas, Wyoming, Arkansas.
	Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS	These harmony groups are featured on [illegible] Columbia Network through the week. [illegible] group has a distinctive vocal style and [illegible] CBS favorite.
	CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal [illegible]grams includes many young singers of pop[illegible]lar songs in many styles and interpretati[illegible] Among the current vocalists are: Juan Arvizu — Bob Hanron Burl Ives
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a [illegible] schedule of current hits and old favorit[illegible] Columbia listeners each evening. These [illegible] ranking bands are scheduled for July: Charles Barnett — Dick Jurgens Les Brown — Johnny L[illegible] Sonny Dunham — Michael L[illegible] Benny Goodman — Vaughn Mo[illegible] Carl Hoff — Alvino R[illegible] Charles Spivak

PROGRAM AND TIME	DESCRIPTION
BS SHORT WAVE ROADCAST SCHEDULE O EUROPE AND OUTH AMERICA	Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of broadcasts designed exclusively for European and South American listeners.
ews Broadcasts (in English) 1:30–11:15 a.m., 1:30–1:45, 45–6:00, 6:30–6:15 p.m. ONDAY THRU FRIDAY (Italian, German, French, Polish) 2:00 noon–1 p.m., 4:30–5:30 p.m. (in Serbo-Croat) 30–5:15 p.m. ONDAY THRU SATURDAY 1 p.m., 5–6 p.m., SUNDAY	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.
Hollywood News ONDAY, 2:45–3:00 p.m. UESDAY, 7:45–8:00 p.m. ONDAY, 7:45–8:00 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.
ews in Spanish 00–10:05 p.m. ONDAY THRU SUNDAY 45–7:00 p.m. ONDAY THRU FRIDAY 00–7:15 p.m., SAT. (WCBX) 30–12:15 p.m., 2:30–2:15 p.m. 45–6:00 p.m. ONDAY THRU FRIDAY (WCAB)	World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, (WCBX). Monday through Friday by Adriano A. Rubio (WCAB).
ews of Latin America in Spanish 00–5:15 p.m. ONDAY, WEDNESDAY, FRIDAY	Mr. Roberto Unanue tells the Latin American republics the news about their own Latin American neighbors.
ews in Portuguese 45–1:30 p.m., DAILY	Luis Correa and Luis Jatoba, native Brazilian journalists, report the news each day.
armen Castelo's Broadway olumn in Spanish ONDAY, 7:30–7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.
ultural News in Spanish 00–9:15 p.m. ALL FRIDAY	José Santos Quijano is heard each Friday in a quarter hour digest of cultural news of special interest to South American listeners.

SPECIAL CBS BROADCASTS TO EUROPE

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

ADDENDA: JUNE PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of June programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JUNE 3: John G. Winant, United States Ambassador to the Court of St. James's, and Ernest Bevin, British Minister of Labor, described the part that is played by the social welfare agencies when a nation is at war. 9:30–9:45 p.m.

JUNE 5: Secretary of the Treasury Henry Morgenthau, Jr., delivered an address over the CBS network on "One Month of Defense Bonds Sales," 10:45–11:00 p.m.

JUNE 8: Lord Woolton, British Minister of Food, told the American audience of the difficulties confronting England in its efforts to keep its military forces and civilian populace supplied with food. 5:15–5:30 p.m.

JUNE 8: Robert E. Sherwood, famed playwright, discussed the problem of maintaining civilian morale in the national emergency recently proclaimed by President Roosevelt. 7:15–7:30 p.m.

JUNE 8: Concluding a ten-day speaking tour through the northeastern section of the country, Senator Claude Pepper of Florida, member of the Senate's Foreign Relations Committee, delivered an address to Columbia's network listeners under the auspices of the Committee to Defend America by Aiding the Allies. 11:15–11:30 p.m.

JUNE 9: Women's role in the United States' vast national defense set-up was analyzed by Mrs. Henry Morgenthau, Jr., wife of the Secretary of the Treasury, 4:15–4:30 p.m.

JUNE 10: William S. Knudsen, director of the Office of Production Management, Assistant Secretary of War Robert Patterson, and high ranking military officials joined in a report to CBS listeners on conditions of the nation's arsenals, 10:30–11:00 p.m.

JUNE 11: Mlle. Eve Curie, celebrated author who lost her French citizenship through a recent decree of the Pétain government, spoke in behalf of United States Defense Savings Bonds, 4:45–5:00 p.m.

JUNE 21: Senator Gerald P. Nye, Republican of North Dakota, spoke on "America and the War," 8:30–8:55 p.m.

JUNE 21: Neutral Ireland's role in the War was explained by General Frank Aiken, Minister for Defense for Eire, in a talk over the CBS network. 10:15–10:30 p.m.

JUNE 22: The merits of United States Defense Bonds in larger denominations for heavy investors was discussed by two experts, Theodore Goldsmith, Washington financial reporter, and Lindsay Bradford, president of the City Bank Farmers Trust Co., New York, 7:15–7:30 p.m.

JUNE 22: Nationally-known newspaper columnist Dorothy Thompson delivered an address on freedom and democracy, speaking under auspices of the Ring of Freedom Corporation, 2:35–3:00 p.m.

JUNE 24: Daniel Tobin, president of the International Brotherhood of Teamsters', Chauffeurs' and Warehousemen's Union (CIO) analyzed labor's support of the defense program, 10:15–10:30 p.m.

JUNE 28: Colonel William J. Donovan, in a talk on "Our Spiritual Defense," discussed the methods used by Hitler to bring disunity in countries abroad, 8:30–8:45 p.m.

JUNE 28: Columbia's network listeners heard six national figures in a roundtable discussion of Defense Savings Bonds: Vice-President Henry A. Wallace; Representative Sam Rayburn, Democrat of Texas, and Speaker of the House; Senator Arthur Capper, Republican of Kansas and member of the Senate Finance Committee; Representative John W. McCormack, Democrat of Massachusetts, and the House Majority Leader: Senator Scott Lucas, Democrat of Illinois, and Representative Fred L. Crawford, Republican of Michigan, 10:15–10:45 p.m.

JUNE 28: Senator Claude Pepper, Democrat of Florida, spoke in answer to isolationist views and replied to the stand recently taken by Senator Gerald P. Nye, Republican of North Dakota, in an earlier talk over Columbia, 6:00–6:30 p.m.

SPECIAL EVENTS

JUNE 4: Admiral Harold R. Stark, Chief of Naval Operations, Major General H. H. Arnold, Chief of the Army Air Corps, and Robert A. Lovett, Assistant Secretary of War, spoke to Columbia's network listeners in connection with the annual convention of the National Aeronautic Association, 11:30–11:45 p.m.

JUNE 6: Harry Nash, golf editor of the *Newark Evening News*, and Jimmy Dolan, of CBS's sports staff, summarized for Columbia's audience the first two days of the 45th annual national open golf championship in Fort Worth, Texas, 7:45–8:00 p.m.

JUNE 7: Summaries and highlights of the final plays of the open golf championship in Fort Worth were given over Columbia by Harry Nash and CBS sports reporter Jimmy Dolan, 4:30–4:45 p.m., 7:45–8:00 p.m.

JUNE 7: Veteran sports columnist Bill Corum and CBS ace sports reporter Ted Husing gave preview and eye-witness accounts of the Belmont Stakes, 4:45–5:00 p.m.

JUNE 11: A dramatic program with prominent American writers and actors participating, scheduled under auspices of the United China Relief Fund to stimulate their campaign in this country, was heard by Columbia's listeners, 10:15–10:30 p.m.

JUNE 14: Columbia's listeners heard ten American children talk to their fathers, stationed in London on naval duty, by means of a two-way trans-Atlantic broadcast carried over the CBS network as a Navy Fathers' Day program, 2:35–3:00 p.m.

JUNE 14: Assisted by Jimmy Dolan, Ted Husing gave Columbia's listeners an exciting, eye-witness description of the Astoria, run for a purse of $5,000 over a course of five and a half furlongs, 4:30–4:45 p.m.

JUNE 14: Prime Minister Mitchell F. Hepburn of Ontario, and Harry F. Kelly, Secretary of State of Michigan, spoke on the St. Lawrence seaway, project strongly urged by President Roosevelt, 4:45–5:00 p.m.

JUNE 17: Representative Bernard J. Gehrman, Progressive of Wisconsin, was heard over the Columbia network in a talk on the St. Lawrence project, 10:15–10:30 p.m.

JUNE 21: The Dwyer, open to three-year-olds and run over a mile and a quarter course, was described for Columbia's listeners by Ted Husing, assisted by Jimmy Dolan, 4:30–4:45 p.m.

JUNE 22: Speaking from London, Janet Murrow, director of "Bundles for Britain" in the British capital and wife of CBS's chief of staff in Europe, described how clothing gathered in America is given to bombed-out civilians in England, 5:15–5:30 p.m.

JUNE 25: William J. Gottlieb, president of the Automobile Club of New York, Inc., told the CBS audience "How Motorists Can Avoid 'Gasless Sundays'," 4:15–4:30 p.m.

JUNE 25: Physical fitness as a keystone in the building of national defense was the subject of an informal roundtable discussion over the Columbia network in connection with the 45th convention of the American Osteopathic Association, 4:45–5:00 p.m.

JUNE 26: Pope Pius XII spoke over the Columbia network in an address to the Ninth National Eucharistic Congress in St. Paul and Minneapolis, 2:00–2:15 p.m.

JUNE 28: Columbia's audience heard William L. Shirer, CBS news analyst, receive the National Headliners Club Award, 6:30–6:45 p.m.

JUNE 28: From Pascagoula, Mississippi, the CBS network audience heard Rear Admiral Emory S. Land, U.S.N., Retired, speak at the launching of the S.S. African Comet, 1:20–1:30 p.m.

JUNE 28: CBS sports reporter Ted Husing, assisted by Jimmy Dolan, brought Columbia's coast-to-coast listeners a vivid description of the Brooklyn Handicap, 4:30–4:45 p.m.

JUNE 29: The senior national A.A.U. track and field championships at Franklin Field, Philadelphia, were covered for Columbia's coast-to-coast listeners by CBS sports reporter Ted Husing, assisted by Jimmy Dolan, 3:00–4:00 p.m.

JUNE 29: As part of the U.S.O. drive for funds to be used for recreational facilities for the American armed forces, film stars in Hollywood participated in a special program over CBS, 11:30 p.m.–12:30 a.m.

JUNE 30: Distinguished Latin American educators, guests of the Columbia Broadcasting System at a reception and luncheon, participated in a network broadcast in which they presented their views on the United States' policies, 4:15–4:30 p.m.

THE COLUMBIA BROADCASTING SYSTEM

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CBS PROGRAM BOOK · AUGUST, 1941

For the sixth year, Howard Barlow conducts the Columbia Broadcasting Symphony in its series of annual summer concerts. (see page 24)

AUGUST, 1941

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AFFILIATED PRODUCTS, INC. *(443rd Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(158th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon., Wed., Fri. 6:00–6:10 p.m. *Rebroadcast* *11:00–11:10 p.m.* 50 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(274th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra. Barry Wood. Louise King, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 107 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(225th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert. Inc.*
ARMOUR & CO. *(25th Week on CBS)* **Treat Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 50 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
BAYER COMPANY *(305th Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 75 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert. Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOWEY'S, INC. *(114th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. *Rebroadcast* *1:30–2:00 p.m.* 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
BROWN & WILLIAMSON TOBACCO CORPORATION *(149th Week on CBS)* **Paul Sullivan Reviews the News**	Mon. thru Thurs. 6:30–6:45 p.m. *Rebroadcast* *12 mid.–12:15 a.m.* *1:00–1:15 a.m.* 32 CBS stations ORIGINATES: WHAS	Raleigh Cigarettes *Batten, Barton, Durstine & Osborn, Inc.*
CALIFORNIA FRUIT GROWERS EXCHANGE *(117th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 40 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPANA SALES COMPANY *(172nd Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Tuesday 8:30–8:55 p.m. 51 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
CAMPBELL SOUP COMPANY *(347th Week on CBS)* **Amos 'n' Andy** *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 60 CBS stations ORIGINATES: KNX	Campbell's Soups *Ward Wheelock Company*
The Man I Married *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 56 CBS stations ORIGINATES: WABC	Campbell's Soups, Tomato Juice, Beans *Ward Wheelock Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *Continued*		
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	Campbell's Tomato Juic *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, In*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(143rd Week on CBS)*		
Dr. Christian with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 64 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, In*
CHRYSLER CORPORATION *(282nd Week on CBS)*		
Major Bowes-Morton Gould Hour	Thursday 9:00–10:00 p.m. 84 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, In*
COCA-COLA COMPANY *(102nd Week on CBS)*		
Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 8:00–8:30 p.m. 114 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(290th Week on CBS)*		
Guy Lombardo and His Orchestra Popular Music	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 70 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *Continued*	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shave *Ted Bates, Inc.*
City Desk *Drama*		
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marquette, Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 4:15–4:30 p.m.* 78 CBS stations ORIGINATES: WABC	Concentrated Super Suds *Sherman & Marquette, Inc.*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:45–5:00 p.m.* 48 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Elmer Davis *News*	Tues. thru Sun. 8:55–9:00 p.m. 90 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
COMMERCIAL CREDIT COMPANY *(71st Week on CBS)*	Mon., Wed., Fri. 6:10–6:15 p.m. *Rebroadcast 11:10–11:15 p.m. Mon., Wed., Sat. 11:55–12 mid.* 62 CBS stations ORIGINATES: WABC	Automobile Finance Service *O'Dea, Sheldon & Canaday, Inc.*
Bob Trout *News*		
CONTINENTAL BAKING CO., INC. *(343rd Week on CBS)*	Thursday 7:30–8:00 p.m. *Rebroadcast 11:30–12:00 mid.* 46 CBS stations ORIGINATES: ON TOUR	Wonder Bread Hostess Cake *Ted Bates, Inc.*
Maudie's Diary with Mary Mason (Begins August 14, replacing Your Marriage Club)		

CURTISS CANDY COMPANY *(44th Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 39 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
DOUBLEMINT GUM *(476th Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 71 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EMERSON DRUG COMPANY *(66th Week on CBS)* **Vox Pop** with Parks and Wally *Quiz*	Monday 8:00–8:30 p.m. 54 CBS stations *Rebroadcast* *(Begins Sept. 29, with addition of 13 CBS Stations)* *12 mid. 12:30 a.m.* ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(96th Week on CBS)* **Take It or Leave it** with Bob Hawk, MC; David Ross *Quiz*	Sunday 10:00–10:30 p.m. 60 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*
FORD MOTOR COMPANY *(381st Week on CBS)* **Ford Summer Hour** Ford Symphony and Rhythm Orchestras and Chorus. guest conductors and soloists *With Talks by Linton Wells*	Sunday 9:00–10:00 p.m. 56 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln *McCann-Erickson, Inc.*
GENERAL FOODS CORPORATION *(323rd Week on CBS)* **We, the People** with Burgess Meredith *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 79 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam, Inc.*
Claudia and David with Patricia Ryan and Richard Kollmar	Friday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 87 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam, Inc.*

STATION AND PROGRAM	TIME	PRODUCT AND AGENCY
ENERAL FOODS CORPORATION *ntinued*	Mon. thru Fri. 12:00–12:15 p.m. 79 CBS stations ORIGINATES: KATE SMITH'S CAMP, LAKE PLACID	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.* Diamond Crystal Salt *Benton & Bowles, Inc.*
Kate Smith Speaks; News *Talks and news*		
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast 6:30–6:45 p.m.* 72 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca Postum *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 7:15–7:30 p.m.* 85 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 50 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
ENERAL MILLS, INC. *375th Week on CBS)*	Mon. thru Fri. 10:00–10:15 a.m. 32 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
By Kathleen Norris *Dramatization of her novels*		
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 9:45–10:00 a.m. *Rebroadcast 5:00–5:15 p.m.* 34 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 9:45–10:00 a.m. *Rebroadcast 5:00–5:15 p.m.* 34 CBS stations ORIGINATES: WBBM	Bisquick *Blackett-Sample-Hummert, Inc.*
GULF OIL CORPORATION *390th Week on CBS)*	Sunday 7:30–8:00 p.m. 79 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
World News Tonight *News*		

INTERNATIONAL SILVER COMPANY *(177th Week on CBS)* **Silver Theater Summer Show** with Ed Sullivan, Will Bradley and his orchestra, Terry Allen, Ray McKinley and others	Sunday 6:00–6:30 p.m. 26 CBS stations ORIGINATES: WABC	International Sterling a 1847 Rogers Bros. Silverplate *Young & Rubicam, In*
IRONIZED YEAST CO., INC. *(101st Week on CBS)* **Are You a Missing Heir?** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, In*
JOHNSON & JOHNSON *(17th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Saturday 11:30–11:45 a.m. *Rebroadcast* *2:30–2:45 p.m.* 58 CBS stations Tuesday 6:15–6:30 p.m. (Begins Aug. 19) 65 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, In*
LADY ESTHER, LTD. *(399th Week on CBS)* **Lady Esther Serenade** with Freddy Martin and His Orchestra *Popular music*	Monday 10:00–10:30 p.m. 63 CBS stations ORIGINATES: WABC	Face Powder, Face Crea Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(313th Week on CBS)* **Hollywood Premiere** with Louella Parsons and guest stars *Drama*	Friday 9:30–10:00 p.m. 70 CBS stations ORIGINATES: KNX	Lifebuoy Health Soap *William Esty & Company, Inc.*
Grand Central Station *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 53 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, I*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *Continued*	Wednesday 7:30–8:00 p.m. 60 CBS stations ORIGINATES: WABC	Lifebuoy Health Soap *William Esty & Company, Inc.*
Meet Mister Meek *Drama* (Series ends after Aug. 20, returns at same time, Oct. 8)		
Big Sister with Alice Frost *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast 2:00–2:15 p.m.* 73 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 2:15–2:30 p.m.* 61 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
IGGETT & MYERS TOBACCO OMPANY *157th Week on CBS)*	Tues., Wed., Thurs. 10:00–10:15 p.m. 98 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
Glenn Miller and His Orchestra with Paula Kelly, Ray Eberle, and the Modernaires		
Professor Quiz with Bob Trout *Questions and answers*	Thursday 10:15–10:45 p.m. 69 CBS stations ORIGINATES: WABC	Velvet Pipe and Cigarette Tobacco *Newell-Emmett Co., Inc.*
UXOR, LTD. *5th Week on CBS)*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Products *Lord & Thomas*
Wayne King and His Orchestra *Music*		
ACIFIC COAST BORAX CO. *th Week on CBS)*	Thursday 8:00–8:30 p.m. *Rebroadcast 12:30–1:00 a.m.* 58 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes *McCann-Erickson, Inc.*
Death Valley Days *Drama*		

Talent and Program	Time	Product and Agency
PET MILK SALES CORPORATION *(402nd Week on CBS)*	Saturday 9:45–10:15 p.m. 54 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Bob Trout, Gustave Haenschen's Orchestra and Chorus		
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast 1:45–2:00 p.m.* 63 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(260th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast 11:30 p.m.–12 mid.* 83 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, I*
Great Moments from Great Plays Directed by Charles Martin with guest stars and Ray Block's Orchestra *Dramas*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast 11:00–11:25 p.m.* 62 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(353rd Week on CBS)*	Mon. thru Fri. 5:00–5:15 p.m. 17 CBS stations ORIGINATES: WBBM	Ivory Snow *Benton & Bowles*
The Story of Mary Marlin *Serial drama*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 16 CBS stations	Duz *Compton Advertising, Inc.*
	7 CBS stations ORIGINATES: WABC	Dreft *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 34 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued*		
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 48 CBS stations ORIGINATES: WABC	Ivory Flakes *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 50 CBS stations 25 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(114th Week on CBS)*	Mon. thru Fri. 12:15–12:30 p.m. 50 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
When a Girl Marries *Serial drama*		
R. J. REYNOLDS TOBACCO COMPANY *(430th Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 77 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
Penthouse Party starring Ilka Chase, Yvette and Paul Baron's Orchestra *Variety*	Friday 10:00–10:30 p.m. 95 CBS stations ORIGINATES: WABC	
SPEARMINT GUM *(475th Week on CBS)*	Sunday 6:55–7:15 p.m. 68 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS *(56th Week on CBS)* **Golden Treasury of Song** with Frank Parker and David Ross *Music and poetry*	Mon. thru Fri. 3:15–3:30 p.m. 35 CBS stations (41 on Wednesday) ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(218th Week on CBS)* **Treasury-Hour—Millions for Defense** The Texas Company donates its summer period, and America's greatest radio, stage and screen stars their talents, in behalf of the sale of U.S. Defense Bonds. Earle McGill directs the new series, of which Howard Dietz is Coordinator-Chairman; music is furnished by Al Goodman's orchestra, Ray Block's chorus, and Barry Wood; Larry Elliott announces.	Wednesday 9:00–10:00 p.m. 85 CBS stations ORIGINATES: WABC & KNX	U. S. Defense Stamps and Bonds *Buchanan & Co.*
U. S. TOBACCO COMPANY *(322nd Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 62 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
VICK CHEMICAL COMPANY *(97th Week on CBS)* **News For Women** with Andre Baruch	Mon., Wed., Fri. 3:00–3:15 p.m. 14 CBS stations ORIGINATES: WABC	Vicks VapoRub Vicks Va-tro-nol *Morse International, Inc.*
COLUMBIA PACIFIC NETWORK		
AMERICAN CHICLE COMPANY *(21st Week on CBS)* **By the Way** with Bill Henry	Tues., Fri. 9:30–9:45 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
BATHASWEET CORPORATION *(95th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*

COLONIAL DAMES, INC. *(86th Week on CBS)* **"Find the Woman"** with Knox Manning	Sunday 7:25–7:30 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
GALLENKAMP STORES COMPANY *(11th Week on CBS)* **Here's the Clue** with Frank Graham *Commentary*	Friday 8:45–9:00 p.m. EST ORIGINATES: KNX	Shoes *Long Advertising Service*
GENERAL FOODS CORPORATION *(323rd Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 3:00–3:15 p.m. PST ORIGINATES: KNX	Walter Baker's Chocolate and Cocoa *Benton & Bowles, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(31st Week on CBS)* **I Was There**	Sunday 9:00–9:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(83rd Week on CBS)* **Hollywood Showcase**	Tuesday 8:30–9:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
P. LORILLARD COMPANY *(270th Week on CBS)* **Don't Be Personal** with Art Baker *Quiz*	Sunday 8:30–9:00 p.m. PST ORIGINATES: KNX	Beechnut Cigarettes *Lennen & Mitchell, Inc.*
LOS ANGELES SOAP COMPANY *(96th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 7:30–7:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*

COLUMBIA PACIFIC NETWORK
Continued

THE MENNEN COMPANY *(120th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream *H. M. Kiesewetter Advertising Agency*
NATIONAL LEAD COMPANY *(56th Week on CBS)* **Answer Auction** *Quiz*	Sunday 7:30–8:00 p.m. PST ORIGINATES: KNX	National Lead Products *Erwin Wasey & Co.*
PETER PAUL, INC. *(55th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 4:45–4:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(43rd Week on CBS)* **What's On Your Mind?**	Monday 8:00–8:30 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan C*
SOIL OFF MANUFACTURING COMPANY *(26th Week on CBS)* **Bob Garred Reporting** *News*	Thursday 4:45–4:55 p.m. PST Saturday 7:30–7:45 a.m. PST ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency, I*
THE TAYTON COMPANY *(3rd Week on CBS)* **Jimmie Fidler** *Motion Picture Commentaries*	Friday 8:30–8:45 p.m. PST ORIGINATES: KNX	Tayton Cosmetics *Batten, Barton, Durst & Osborn, Inc.*

COLUMBIA CALIFORNIA NETWORK

BREAKFAST CLUB COFFEE, INC. *(30th Week on CBS)* **Voice of Friendship** with Rita Murray	Mon., Wed. 9:45–10:00 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
KNOX GELATINE COMPANY *(35th Week on CBS)* **Behind the Headlines with Bob Garred**	Tues., Thurs. 6:50–7:00 p.m. PST ORIGINATES: KNX	Knox Sparkling Gelatine *Kenyon & Eckhardt, Inc.*
SEASIDE OIL COMPANY *(16th Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 4:30–4:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil *The McCarty Company*
UNION OIL COMPANY *(35th Week on CBS)* **Nelson Pringle** *News Analysis*	Mon. thru Fri. 7:45–8:00 a.m. PST ORIGINATES: KNX	Gas and Oil *Lord & Thomas*
AMERICAN CHICLE COMPANY* *(48th Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
AMERICAN CIGARETTE & CIGAR CO.* *(23rd Week on WABC)* **Modern Design Music**	Mon. thru Sat. 8:20–8:25 a.m.	Pall Mall Cigarettes *Ruthrauff & Ryan, Inc.*
BEN MARDEN'S RIVIERA *(5th Week on WABC)* **Music of Today**	Mon., Wed., Fri. 8:15–8:20 a.m.	Ben Marden's Riviera *J. R. Kupsick Advertising Agency, Inc.*
H. C. BOHACK COMPANY, INC. *(4th Week on WABC)* **Mary Margaret McBride**	Tues., Thurs. 3:00–3:15 p.m.	Bohack Stores and Bohack Products *E. M. Freystadt Associates, Inc.*
BOOK HOUSE FOR CHILDREN *(13th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues. and Thurs. 8:15–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
THE BORDEN COMPANY* (PIONEER DIVISION) *(15th Week on WABC)* **Announcements**	Wed., Fri., Sat. 6:45–6:46:30 p.m.	Reid's Ice Cream *Pedlar & Ryan, Inc.*

COLUMBIA CALIFORNIA NETWORK

WABC SPONSORED PROGRAMS

In addition to number of weeks in which the client has used CBS Network facilities.

BULOVA WATCH COMPANY *(623rd Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED* *(4th Week on WABC)* **Announcements**	Mon., Tues., Thurs. 6:45–6:46:30 p.m.	Vaseline Preparations *McCann-Erickson, I*
DREZMA, INC. *(39th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m.	"Drezma" Cosmetics *Blaine-Thompson Co Inc.*
FLORIDA CITRUS COMMISSION* *(4th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Florida Citrus Fruit *Arthur Kudner, Inc.*
KRUG BAKING COMPANY *(84th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. thru Fri. 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
McKESSON & ROBBINS, INC.* *(13th Week on WABC)* **Afternoon News**	Mon. thru Fri. 3:55–4:00 p.m.	Calox Tooth Powder *J. D. Tarcher & Co., I*
MELVILLE SHOE COMPANY *(141st Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
JOHN MORRELL AND COMPANY **The Missus Goes A-Shopping** *Quiz* (Starts August 12)	Tues., Thurs., Sat. 8:30–8:45 a.m.	E-Z Cut Ham *Henri, Hurst and McDonald, Inc.*

** In addition to number of weeks in which the client has used CBS Network facilities.*

NOXZEMA CHEMICAL CO., INC.* *(17th Week on WABC)* **Battle of the Boroughs** *Quiz* (Series ends after Aug. 2, resumes Sept. 13)	Saturday 9:45–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan, Inc.*
PEPSI-COLA COMPANY* *(53rd Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
PETER PAUL COMPANY* *(73rd Week on WABC)* **Early Riser's News**	Mon., Wed., Fri. 6:30–6:35 a.m.	Mounds *Platt-Forbes, Inc.*
SELECT THEATRES CORP. *(47th Week on WABC)* **Announcement**	Mon. and Wed. 11:58:50 p.m.–12 mid.	"Hellzapoppin" *Blaine-Thompson Co., Inc.*
SOCONY-VACUUM OIL CO., INC.* **News** with Mark Hawley (Starts August 4)	Mon. thru Sat. 10:45–11:00 p.m.	Gasoline, Oil and Specialties *J. Stirling Getchell, Inc.*
WARD BAKING COMPANY *(13th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Ward's Tip Top Bread *Sherman K. Ellis & Co., Inc.*
WEST DISINFECTING COMPANY *(16th Week on WABC)* **It Takes a Woman** with Frances Scott	Mon., Wed., Fri. 8:25–8:30 a.m.	CN *Moser & Cotins, Inc.*
R. C. WILLIAMS & CO., INC. *(8th Week on WABC)* **Arthur Godfrey**	Mon., Wed., Fri. 7:30–7:45 a.m.	Royal Scarlet Coffee *Alley & Richards Co.*

**In addition to number of weeks in which the client has used CBS Network facilities*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these ten classifications:

1. NEWS BROADCASTS . . . . . *Page 20*
2. FORECAST. . . . . *Page 21*
3. DRAMATIC SERIES . . . . . *Page 21*
4. NATIONAL DEFENSE . . . . . *Page 22*
5. LIGHT ENTERTAINMENT . . . . . *Page 23*
6. SERIOUS MUSIC . . . . . *Page 24*
7. EDUCATIONAL PROGRAMS . . . . . *Page 25*
8. CHILDREN'S PROGRAMS . . . . . *Page 26*
9. PERSONALITIES . . . . . *Page 26*
10. RELIGIOUS BROADCASTS . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: JULY PROGRAMS . . . . . *Page 29*

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery and Howard K. Smith from Berlin; Erskine Caldwell and Winston Burdett from Moscow; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown and Edward Chorlian from Cairo; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., MONDAY; 6:30–6:45 p.m., SATURDAY; Paul Sullivan, 6:30–6:45 p.m., FRIDAY. (See also sponsored news programs.)

Headlines and Bylines

11:00–11:15 p.m.

EACH SUNDAY

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

FORECAST

"Forecast"
9:00–10:00 p.m.
EACH MONDAY

For the second summer, CBS presents "Forecast," annual eight-week series of new programs based on unusual, exciting radio ideas. Following the brilliant pattern set in 1940, each broadcast represents a sample of an entire radio series. The brightest names of stage and screen are starred in the programs.

AUGUST 4: "Song Without End," a dramatic, imaginative treatment of the lives of great composers, with guest stars playing the composers and famous virtuosi performing their music.

AUGUST 11: From New York—"Class of '41", a variety show written and acted by the radio profession's "younger generation". From Hollywood—"Two Gobs and a Gal", a rowdy comedy starring Brian Donlevy, Frank McHugh and Lucille Ball.

AUGUST 18: "Jubilee", a cavalcade of Negro talent tracing the huge contribution that Negroes have made to American entertainment.

DRAMATIC SERIES

Columbia Workshop
10:30–11:00 p.m.
EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious, original series called "26 by Corwin." His last three broadcasts in August comprise a biblical trilogy.

AUGUST 3: "Descent of the Gods".

AUGUST 10: "Sampson", verse drama with a special score by Alexander Semmler.

AUGUST 17: "Esther", an operetta with music by Lyn Murray.

AUGUST 24: "Job", starring Charles Laughton with a score by Deems Taylor. (From Hollywood.)

"Young Ideas"
5:00–5:30 p.m.
EACH SUNDAY

The youthful employees of Columbia's Hollywood station KNX direct, cast and perform in this series, a direct outgrowth of the KNX Junior Workshop.

The Life of Riley 1:05–11:30 a.m. EACH SATURDAY	Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a comedy-drama. The series is directed by Leonardo Bercovici, and written by Mr. Bercovici and Bob Sloan.

NATIONAL DEFENSE

Report to the Nation 9:30–10:00 p.m. EACH TUESDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is produced by Brewster Morgan.
Proudly We Hail 8:30–8:55 p.m. EACH FRIDAY	The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs. Roy Bargy conducts.
Spirit of '41 4:30–5:00 p.m. EACH SUNDAY	Broadcast in the interest of national defense, this new series singles out each week a unit of the Army, Navy or Marines and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.
Calling Pan-America 4:00–4:30 p.m. EACH SATURDAY	The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.
You Decide 1:30–2:00 p.m. EACH SUNDAY	Crucial democratic issues in the early lives of celebrities are dramatized, and a panel of youngsters discusses the decision that should have been made. The celebrity then appears in person and tells why he decided as he did.

Gold If You Find It
10:30–11:00 a.m.
EACH SATURDAY

From coast to coast Columbia's listeners take part in a unique treasure hunt. James Fleming is master of ceremonies on this unusual program which was originated by Ray Harvey.

American Cruise
7:30–8:00 p.m.
EACH FRIDAY

Frances Langford and Dick Powell are the singing leads in this unusual story placed aboard a mythical American liner making calls in the various ports of the Pan American nations. The series is broadcast in the United States and short waved to Latin America.

Matinee at Meadowbrook
5:00–6:00 p.m.
EACH SATURDAY

Jackson Wheeler is Jive Master. Helen Lewis in charge of adding confusion. in this series from Meadowbrook. popular New Jersey resort. Top-notch bands appear on the program. which Perry Lafferty produces.

Burl Ives Coffee Club
10:00–10:30 a.m.
EACH SATURDAY

Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Juan Arvizu. Walter Gross. Genevieve Rowe and the Golden Gate Quartet

Renfro Valley Folks
3:30–3:45 p.m.
MONDAY THRU FRIDAY

Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.

What's New At The Zoo?
11:30 a.m.–12:00 noon
EACH SUNDAY

John Reed King interviews. in their native habitat. the men and women who collect and care for the animal inmates of the Bronx Zoo

SPEBSQSA
8:30–8:55 p.m.
EACH THURSDAY

Bright CBS summer feature is "The Society for the Preservation and Encouragement of Barber Shop Quartette Singing in America," boasting such members as ex-Postmaster General James A. Farley, the Mayor of New York. and the Governors of New Mexico. Texas. Wyoming. Arkansas.

Golden Gate Quartet. Four Clubmen. Symphonettes
VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra
VARIOUS HOURS
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for August:

Les Brown	Carl Hoff
Bob Crosby	Harry James
Sonny Dunham	Michael Loring
Shep Fields	Teddy Powell
Hal Grayson	Charles Spivak

Tommy Tucker

SERIOUS MUSIC

Columbia Broadcasting Symphony
3:00–4:00 p.m.
EACH SUNDAY

Brilliant conductor Howard Barlow brings back the Columbia Broadcasting Symphony for its sixth series of annual summer concerts.

AUGUST 3: Program includes *John Field*. Concerto No. 1 in E Flat (Betty Humby, pianist).

AUGUST 10: Program includes *Meredith Willson*, San Juan Bautista from Symphony No. 2, "Missions of Southern California".

Columbia Concert Orchestra
4:30–5:00 p.m.
MONDAY, TUESDAY, FRIDAY
9:30–10:00 p.m.
EACH FRIDAY
7:30–8:00 p.m.
EACH SATURDAY

The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed in turn by CBS conductors Howard Barlow and Bernard Herrmann.

Vera Brodsky
3:30–3:55 p.m.
EACH SATURDAY

Famed concert pianist Vera Brodsky broadcasts piano music both modern and ancient.

AUGUST 2: All Chopin program.

Dorian String Quartet
3:00–3:30 p.m.
EACH SATURDAY

The Dorian String Quartet is playing a series of contemporary chamber works of America and Europe, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, cello.

From the Organ Loft
9:15–9:45 a.m.
EACH SUNDAY

Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.

PROGRAM AND TIME	DESCRIPTION
CBS ADULT EDUCATION BOARD	"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
Invitation to Learning 2:00–2:30 p.m. EACH SUNDAY	This series invites listeners to read or re-read the world's great books discussed by Huntington Cairns, Mark Van Doren, and special guests.
Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY	CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.
Columbia's Country Journal 12:00–12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news, and interviews distinguished agricultural authorities and leaders.
Highways to Health 4:15–4:30 p.m. EACH FRIDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.
Exploring Space 3:45–3:55 p.m. EACH FRIDAY	This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.
Columbia Lecture Hall 3:45–3:55 p.m. EACH MONDAY	Columbia's listeners hear lectures and discussions on Latin American affairs by various authorities in the field.
America in Transition 3:45–3:55 p.m. EACH TUESDAY	This new series features interviews with artists, scientists and technologists.

EDUCATIONAL PROGRAMS
Continued

Adventures in Science
:45–3:55 p.m.
EACH THURSDAY

Watson Davis interviews pominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Of Men and Books
:30–3:00 p.m.
EACH SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.

CHILDREN'S PROGRAMS

Let's Pretend
1:00–1:30 p.m.
EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

PERSONALITIES

The Old Dirt-Dobber
9:30–10:00 a.m.
EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.

Outdoors with Bob Edge
6:15–6:30 p.m.
EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

Juan Arvizu
10:30–10:45 p.m.
MONDAY, TUESDAY, WEDNESDAY

Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores.

Richard Maxwell
4:00–4:15 p.m.
MONDAY THRU FRIDAY

Richard Maxwell presents his daily program of cheer and comfort, which consists of hymns, inspirational songs and homely philosophy.

Husing on Sports
5:45–6:00 p.m.
EACH SUNDAY

Ted Husing reviews the sports happenings of the past week, and makes his predictions on the outcome of events to come.

Church of the Air

10:00–10:30 a.m.
1:00–1:30 p.m.
EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In August:

AUGUST 3: *Morning:* Rev. Frederick Norwood, D.D., St. Andrew's Wesley-United Church, Vancouver, Canada.
Afternoon: Rev. Joseph Cleveland, Community Church, Kansas City, Missouri.

AUGUST 10: *Morning:* The Very Rev. Austin Pardue, D.D., Dean, St. Paul's Cathedral, Buffalo, New York.
Afternoon: Rev. Aloysius F. Coogan, Director, National Propagation of the Faith Society, New York, N. Y.

AUGUST 17: *Morning:* Dr. J. P. Hendershot, Jefferson Ave. Baptist Church, Detroit, Mich.
Afternoon: Rev. Paul R. Dickie, Bethany Memorial Church, New York, N. Y.

AUGUST 24: *Morning:* Methodist Service.
Afternoon: The Most Rev. John Joseph Glennon, S.T.D., Archbishop of St. Louis, Missouri.

AUGUST 31: *Morning:* Congregational service.
Afternoon: Religious Society of Friends program, Philadelphia, Pa.

Wings Over Jordan

10:30–11:00 a.m.
EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty voices.

AUGUST 3: Dean I. A. Derbigny, Tuskegee Institute, Tuskegee, Alabama.

AUGUST 10: Mr. Clarence W. Griggs, Executive Secretary, George Washington Carver Welfare League, Schenectady, N. Y.

AUGUST 17: Willa B. Brown, Seassey Flying Field, Harlem Airport, Oakland, Illinois.

AUGUST 24: Program in connection with the National Baptist Convention of America.

AUGUST 31: Dr. Dorothy Bowling Ferebee, Director, Cotton Field Clinic, State of Mississippi, Washington, D. C.

5:45–6:00 p.m.
MONDAY THRU FRIDAY

This new Wings Over Jordan weekday series consists of Negro spirituals by the choir with linking commentary by Rev. Glenn T. Settle. Worth Kramer directs the program.

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of broadcasts designed exclusively for European and South American listeners.

SPECIAL CBS BROADCASTS TO EUROPE

News Broadcasts
(In English)
11:30–11:45 a.m., 1:30–1:45, 5:45–6:00, 6:30–6:45 p.m.
MONDAY THRU FRIDAY
(In Italian, German, French, Polish)
12:00 noon-1 p.m., 4:30–5:30 p.m.
(In Serbo-Croat)
5:30–5:45 p.m.
MONDAY THRU SATURDAY
12 noon–1 a.m., 5–6 p.m., SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian, Polish and Serbo-Croat. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

Hollywood News
MONDAY, 2:45–3:00 p.m.
THURSDAY, 7:45–8:00 p.m.
MONDAY, 7:45–8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Spanish
10:00–10:05 p.m.
MONDAY THRU SUNDAY
6:45–7:00 p.m.
SUNDAY THRU FRIDAY
7:00–7:15 p.m., SAT. (WCBX)
12:30–12:45 p.m., 2:30–2:45 p.m.
5:45–6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia. (WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

News of Latin America in Spanish
8:00–8:15 p.m.
MONDAY, WEDNESDAY, FRIDAY

Mr. Roberto Unanue tells the Latin American republics the news about their own Latin American neighbors.

News in Portuguese
7:45–7:30 p.m., DAILY

Luis Correa and Luis Jatoba, native Brazilian journalists, report the news each day.

Carmen Castelo's Broadway Column in Spanish
FRIDAY, 7:30–7:45 p.m.

The latest news of the threater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

Cultural News in Spanish
9:00–9:15 p.m.
EACH FRIDAY

José Santos Quijano is heard each Friday in a quarter-hour digest of cultural news of special interest to South American listeners.

ADDENDA: JULY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of July programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JULY 1: Robert R. Appleby, vice-president of the British War Relief Society; Mrs. Kermit Roosevelt, national chairman of Young America Wants to Help; and Helen Menken, Executive Committee Member of the American Theatre Wing of the British War Relief Society discussed the work being done by American volunteers to help British civilians, 11:30–12:00 p.m.

JULY 2: Robert V. Fleming, chairman of the Riggs National Bank and former president of the American Banker's Association, spoke from Washington on the Defense Savings campaign of the U. S. Treasury Department, 10:15–10:30 p.m.

JULY 4: Australia's Minister to the United States, the Right Honorable Richard G. Casey, spoke from Washington on "Australia's Place in the World", 5:45–6:00 p.m.

JULY 4: Senator Josiah W. Bailey, Democrat of North Carolina, spoke from a patriotic rally at Asheville on "Our Republic, It Must Be Preserved", 9:30–10:00 p.m.

JULY 4: Douglas Fairbanks, on his return to Washington, gave a "Report on the Presidential Pan-American Mission" under the auspices of the Committee to Defend America by Aiding the Allies, 10:30–11:00 p.m.

JULY 5: Howard Hunter, Works Progress Administrator, spoke from Chicago on "WPA Workers and National Defense", 10:15–10:30 p.m.

JULY 6: His Excellency, The Most Reverend Joseph P. Hurley, D.D., Bishop of the Diocese of Saint Augustine, Florida, spoke on "Papal Pronouncements and American Foreign Policy", 2:35–3:00 p.m.

JULY 8: Mathew Woll, executive vice-president of the A. F. of L. and chairman of the American Labor Committee to Aid British Labor, spoke on the CBS network, 10:15–10:30 p.m.

JULY 9: Representative Foster Stearns of New Hampshire spoke under the auspices of the Committee to Defend America by Aiding the Allies, 10:15–10:30 p.m.

JULY 12: Shirley Temple, Lionel Barrymore, Connie Boswell, Don Wilson and Felix Mills' Orchestra pooled their talents in the interest of the United China Relief, 6:15–6:30 p.m.

JULY 12: Representative Gerald W. Landis, Republican of Indiana, discussed the place of labor and the farmer in his talk on "America and the War", 10:15–10:30 p.m.

JULY 14: Senator James Davis of Pennsylvania, who was introduced by New York Supreme Court Justice James T. Halliman, discussed the Elks National Defense Program, 11:30–11:45 p.m.

JULY 15: Mrs. Quincy Wright, foreign policy chairman of the League of Women Voters spoke on the need for an all-out national production effort. 6:15–6:30 p.m.

JULY 15: "The Struggle for Inter-American Trade Ways" was the topic considered in a talk by Cornelius V. Whitney, founder and board chairman of Pan-American Airways and President of The American Arbitration Association. 10:15–10:30 p.m.

JULY 16: "My Reply to Secretary Knox" is the title of a speech delivered by Senator Charles W. Tobey, Republican of New Hampshire, under the auspices of the America First Committee. (The Secretary of the Navy had requested greater use of our Navy in the Atlantic) 10:15–10:30 p.m.

JULY 19: Senator Hendrik Shipstead of Minnesota spoke from Minneapolis under the auspices of the America First Committee, 10:15–10:30 p.m.

JULY 20: Alf M. Landon discussed "Changes in the Draft Act" in a speech from Topeka, Kansas, 2:35–3:00 p.m.

JULY 21: Dr. Luther Harr, Director of the Consumer Council Division of the Bituminous Coal Commission, spoke from Washington on "Coal and Defense", 4:15–4:30 p.m.

JULY 22: William Green, president of the A. F. of L.; James B. Carey, national secretary of the C.I.O.; Walter Fuller, president of the National Association of Manufacturers; John A. Phillips, chairman of the Railway Executives Association and Albert Hawkes, president of the U. S. Chamber of Commerce joined with Secretary of Treasury Morgenthau in a round-table discussion of the Defense Saving Program. 10:15–10:45 p.m.

JULY 22: Senators Truman of Missouri, Mead of New York and Bridges of New Hampshire discussed the flood of mail received in connection with the Congressional investigation of defense contracts. The program, entitled "The Congressional Mailbag" was under the auspices of the Committee of Americans, Inc., 11:30–12:00 p.m.

JULY 23: Representative Frederick C. Smith, Republican of Ohio, spoke against aid to Russia, 10:15–10:30 p.m.

JULY 24: Wendell Willkie discussed America's position in the world crisis during a broadcast from San Francisco's Civic Auditorium, which was sponsored by the Fight For Freedom Committee, 1:15–1:55 a.m.

JULY 26: Representative Walter C. Ploeser, Republican from Missouri, opposed the Administration's Saint Lawrence Seaway project in a talk from St. Louis, 10:15–10:30 p.m.

JULY 27: Admiral William H. Standley (U.S.N. Retired), former Chief of Naval Operations and now a member of the OPM's Production Planning Board, opened "Victory in the Atlantic Week" with a talk under the auspices of the Committee to Defend America by Aiding the Allies. 5:30–5:45 p.m.

JULY 27: Archbishop Francis J. L. Beekman, S.T.D., of Dubuque, Iowa took issue with some of the points made by Bishop Hurley of St. Augustine, Florida in the latter's radio address of July 6. This reply was under the sponsorship of the America First Committee, 10:30–11:00 p.m.

JULY 29: Norman Thomas, leader of the Socialist Party, talked on the subject, "Is the Draft Extension Necessary to National Defense?", 10:15–10:30 p.m.

SPECIAL EVENTS

JULY 4: Edward R. Murrow and Larry Lesueur, CBS correspondents in London, broadcast to America from the much-bombed cliffs of Dover, 4:30–4:45 p.m.

JULY 4 and 5: Ted Husing described the running of the Demoiselle Stakes and the Butler Handicap from Empire City, 4:45–5:00 p.m. and 4:30–4:45 p.m.

JULY 4: President Roosevelt broadcast a Fourth of July message to the nation from his office in the Franklin D. Roosevelt Memorial Library at Hyde Park, 5:00–5:15 p.m.

JULY 8: CBS broadcast the 1941 All-Star Baseball Game from Briggs Stadium in Detroit, 2:15–4:45 p.m.

JULY 10: "A Report on Britain by Vincent Sheean" was brought to America listeners in a special CBS overseas broadcast from London, 4:45–5:00 p.m.

JULY 12: Ted Husing covered the Empire City Handicap with a trackside description, 4:30–4:45 p.m.

JULY 17: Albert Warner and Eric Sevareid broadcast a description of the Second Selective Service Lottery from Washington, 8:00–8:15 p.m. and 8:45–8:55 p.m.

JULY 19: The running of the Fleetwood Handicap was broadcast from Empire City by Ted Husing, 4:30–4:45 p.m.

JULY 21: A recording of President Roosevelt's message to Congress on the "Extension of Service of Selectees" was broadcast by CBS, 3:30–3:50 p.m. Albert Warner had previously summarized the message, 1:15–1:25 p.m.

JULY 22: Lord Halifax, British Ambassador to the U. S., spoke from the Douglas Aircraft plant at Santa Monica, California. 4:00–4:15 p.m.

JULY 26: Ted Husing described the running of the Yonkers Handicap from Empire City, 4:30–4:45 p.m.

JULY 27: Army Chief of Staff, General George C. Marshall, along with other Army notables, dedicated the first of 550 new Army cantonment chapels in a broadcast from Arlington, Va., 2:35–3:00 p.m.

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CBS PROGRAM BOOK · SEPTEMBER, 1941

JUAN ARVIZU and the Trio Flores del Rio, Latin-American favorites heard exclusively over CBS (see page 26).

SEPTEMBER, 1941

THE COLUMBIA PROGRAM BOOK

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC. *(448th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(163rd Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon., Wed., Fri. 6:00–6:10 p.m. *Rebroadcast* *11:00–11:10 p.m.* 53 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(279th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Louise King, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 108 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(230th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR & CO. *(30th Week on CBS)* **Treat Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 50 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
BAYER COMPANY *(310th Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
BOWEY'S, INC. *(119th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. *Rebroadcast* *1:30–2:00 p.m.* 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BROWN & WILLIAMSON TOBACCO CORPORATION *(154th Week on CBS)* **Paul Sullivan Reviews the News** (Series ends after Sept. 18)	Mon. thru Thurs. 6:30–6:45 p.m. *Rebroadcast* *12 mid.–12:15 a.m.* *1:00–1:15 a.m.* 32 CBS stations ORIGINATES: WHAS	Raleigh Cigarettes *Batten, Barton, Durstine & Osborn, Inc.*
CALIFORNIA FRUIT GROWERS EXCHANGE *(122nd Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 39 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPANA SALES COMPANY *(177th Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Tuesday 8:30–8:55 p.m. 51 CBS stations ORIGINATES: WBBM *(Beginning Sept. 19, Friday, 9:30–9:55 p.m.)*	Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
CAMPBELL SOUP COMPANY *(152nd Week on CBS)* **Arkansas Traveler** starring Bob Burns (Series begins Sept. 16)	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 60 CBS stations ORIGINATES: KNX	Campbell's Soups *Ruthrauff & Ryan, Inc.*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 60 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
The Man I Married *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 56 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
CAMPBELL SOUP COMPANY *Continued*		
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juic Campbell's Pork and B Franco-American Mac and Spaghetti *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghett *Ruthrauff & Ryan, I*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(148th Week on CBS)*		
Dr. Christian with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 64 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, I*
CHRYSLER CORPORATION *(287th Week on CBS)*		
Major Bowes' Original Amateur Hour	Thursday 9:00–10:00 p.m. 84 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan. I*
COCA-COLA COMPANY *(107th Week on CBS)*		
Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 8:00–8:30 p.m. 114 CBS stations ORIGINATES: WABC *(Beginning Sept. 28, 4:30–5:00 p.m.)*	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(295th Week on CBS)*		
Guy Lombardo and His Orchestra Popular Music	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 70 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OLGATE-PALMOLIVE-PEET OMPANY *ontinued*	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shave *Ted Bates, Inc.*
City Desk *Drama*		
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marquette, Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 4:15–4:30 p.m.* 79 CBS stations ORIGINATES: WABC	Concentrated Super Suds *Sherman & Marquette, Inc.*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:45–5:00 p.m.* 48 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Elmer Davis *News*	Tues. thru Sun. 8:55–9:00 p.m. 90 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
OMMERCIAL CREDIT COMPANY *6th Week on CBS)*	Mon., Wed., Fri. 6:10–6:15 p.m. *Rebroadcast 11:10–11:15 p.m. Mon., Wed., Sat. 11:55–12 mid.* 60 CBS stations ORIGINATES: WABC	Automobile Finance Service *O'Dea, Sheldon & Canaday, Inc.*
Bob Trout *News*		
ONTINENTAL BAKING CO., INC. *48th Week on CBS)*	Thursday 7:30–8:00 p.m. *Rebroadcast 11:30–12:00 mid.* 47 CBS stations ORIGINATES: ON TOUR	Wonder Bread Hostess Cake *Ted Bates, Inc.*
Maudie's Diary with Mary Mason		

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY *(49th Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 39 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Compan*
DOUBLEMINT GUM *(481st Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 70 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EMERSON DRUG COMPANY *(70th Week on CBS)* **Vox Pop** with Parks and Wally *Quiz*	Monday 8:00–8:30 p.m. 53 CBS stations *Rebroadcast* *(Begins Sept. 29, with addition of 13 CBS Stations)* *12 mid.–12:30 a.m.* ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, I*
EVERSHARP, INC. *(101st Week on CBS)* **Take It or Leave it** with Bob Hawk, MC; David Ross *Quiz*	Sunday 10:00–10:30 p.m. 60 CBS stations ORIGINATES: WABC	Eversharp Pens and Pe *The Biow Company*
FORD MOTOR COMPANY *(386th Week on CBS)* **Ford Summer Hour** Ford Symphony and Rhythm Orchestras and Chorus, guest conductors and soloists *With Talks by Linton Wells* (To be replaced by Sunday Evening Hour, Sept. 28)	Sunday 9:00–10:00 p.m. 56 CBS stations ORIGINATES: WJR	Ford motor cars, truck and tractors Mercury Lincoln *McCann-Erickson, I*
GENERAL FOODS CORPORATION *(328th Week on CBS)* **We, the People** with Burgess Meredith *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 79 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam, I*
Claudia and David with Patricia Ryan and Richard Kollmar	Friday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 87 CBS stations ORIGINATES: WABC	Grape Nuts *Young & Rubicam, I*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ENERAL FOODS CORPORATION *ontinued*	Mon. thru Fri. 12:00–12:15 p.m. 79 CBS stations ORIGINATES: KATE SMITH'S CAMP, LAKE PLACID	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.* Diamond Crystal Salt *Benton & Bowles, Inc.*
Kate Smith Speaks; News *Talks and news*		
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast 6:30–6:45 p.m.* 72 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca Postum *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 7:15–7:30 p.m.* 85 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 50 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
ENERAL MILLS, INC. *80th Week on CBS)*	Mon. thru Fri. 10:00–10:15 a.m. 32 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
By Kathleen Norris *Dramatization of her novels*		
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 9:45–10:00 a.m. *Rebroadcast 5:00–5:15 p.m.* 34 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 9:45–10:00 a.m. *Rebroadcast 5:00–5:15 p.m.* 34 CBS stations ORIGINATES: WBBM	Bisquick *Blackett-Sample-Hummert, Inc.*
ULF OIL CORPORATION *95th Week on CBS)*	Sunday 7:30–8:00 p.m. 79 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
World News Tonight *News* (To be replaced by Screen Guild Theater, Sept. 28)		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
INTERNATIONAL SILVER COMPANY *(182nd Week on CBS)* **Silver Theater Summer Show** with Ed Sullivan, Will Bradley and his orchestra, Terry Allen, Ray McKinley and others	Sunday 6:00–6:30 p.m. 26 CBS stations ORIGINATES: WABC	International Sterling a 1847 Rogers Bros. Silverplate *Young & Rubicam, I*
IRONIZED YEAST CO., INC. *(106th Week on CBS)* **Are You a Missing Heir?** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, I*
JOHNSON & JOHNSON *(22nd Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Saturday 11:30–11:45 a.m. *Rebroadcast* *2:30–2:45 p.m.* 58 CBS stations Tuesday 6:15–6:30 p.m. 68 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, I*
LADY ESTHER, LTD. *(404th Week on CBS)* **Lady Esther Serenade** with Freddy Martin and His Orchestra *Popular music* (To be replaced by Orson Welles, Sept. 15)	Monday 10:00–10:30 p.m. 63 CBS stations ORIGINATES: WABC	Face Powder, Face Cre Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(318th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama* (Series resumes Sept. 8)	Monday 9:00–10:00 p.m. 65 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Hollywood Premiere with Louella Parsons and guest stars *Drama*	Friday 9:30–10:00 p.m. 70 CBS stations ORIGINATES: KNX	Lifebuoy Health Soap *William Esty & Company, Inc.*
Grand Central Station *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 53 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, I*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *Continued*		
Bright Horizon with Joe Julian *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast 2:00–2:15 p.m.* 34 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 2:15–2:30 p.m.* 61 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister with Alice Frost *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *462nd Week on CBS)*	Tues., Wed., Thurs. 10:00–10:15 p.m. 98 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
Glenn Miller and His Orchestra with Paula Kelly, Ray Eberle, and the Modernaires		
Professor Quiz with Bob Trout *Questions and answers*	Thursday 10:15–10:45 p.m. 69 CBS stations ORIGINATES: WABC	Velvet Pipe and Cigarette Tobacco *Newell-Emmett Co., Inc.*
LUXOR, LTD. *30th Week on CBS)*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Products *Lord & Thomas*
Wayne King and His Orchestra *Music*		
MAGAZINE REPEATING RAZOR COMPANY	Thursday 8:30–8:55 p.m. *Rebroadcast 12 mid.–12:25 a.m.* 55 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, John Kirby's Band, guest stars (Series resumes Sept. 18)		
PACIFIC COAST BORAX CO. *9th Week on CBS)*	Thursday 8:00–8:30 p.m. *Rebroadcast 12:30–1:00 a.m.* 58 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes *McCann-Erickson, Inc.*
Death Valley Days *Drama*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PET MILK SALES CORPORATION *(407th Week on CBS)*	Saturday 9:45–10:15 p.m. 55 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Bob Trout, Gustave Haenschen's Orchestra and Chorus		
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 62 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(265th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 83 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Block's Orchestra *Dramas*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 62 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(358th Week on CBS)*	Mon. thru Fri. 5:00–5:15 p.m. 17 CBS stations ORIGINATES: WBBM	Ivory Snow *Benton & Bowles*
The Story of Mary Marlin *Serial drama*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 16 CBS stations	Duz *Compton Advertising Inc.*
	7 CBS stations ORIGINATES: WABC	Dreft *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 34 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 48 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued*		
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 50 CBS stations 25 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
RUDENTIAL INSURANCE OMPANY OF AMERICA *118th Week on CBS)*	Sunday 5:00–5:45 p.m. 59 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, Ross Graham, and a chorus of mixed voices		
. J. REYNOLDS TOBACCO OMPANY *5th Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 77 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
Penthouse Party starring Ilka Chase, Yvette and Paul Baron's Orchestra *Variety*	Friday 10:00–10:30 p.m. 96 CBS stations ORIGINATES: WABC	Camel Cigarettes *William Esty & Company, Inc.*
EARMINT GUM *0th Week on CBS)*	Sunday 6:55–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*		
Ben Bernie	Mon. thru Fri. 5:45–6:00 p.m. 79 CBS stations ORIGINATES: WBBM	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS *(61st Week on CBS)* **Golden Treasury of Song** with Frank Parker and David Ross *Music and poetry*	Mon. thru Fri. 3:15–3:30 p.m. 35 CBS stations (41 on Wednesday) ORIGINATES: WABC *(Beginning Sept. 29 Mon., Wed., Fri. 6:30–6:45 p.m.)*	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(223rd Week on CBS)* **Treasury-Hour—Millions for Defense** The Texas Company donates its summer period, and America's greatest radio, stage and screen stars their talents, in behalf of the sale of U.S. Defense Bonds. Earle McGill directs the new series, of which Howard Dietz is Coordinator-Chairman; music is furnished by Al Goodman's orchestra, Ray Block's chorus, and Barry Wood; Larry Elliott announces.	Wednesday 9:00–10:00 p.m. 85 CBS stations ORIGINATES: WABC & KNX	U. S. Defense Stamps and Bonds *Buchanan & Co.*
U. S. TOBACCO COMPANY *(327th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 62 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
VICK CHEMICAL COMPANY *(103rd Week on CBS)* **News For Women** with Andre Baruch	Mon., Wed., Fri. 3:00–3:15 p.m. 14 CBS stations ORIGINATES: WABC	Vicks VapoRub Vicks Va-tro-nol *Morse International, Inc.*
COLUMBIA PACIFIC NETWORK		
AMERICAN CHICLE COMPANY *(26th Week on CBS)* **By the Way** with Bill Henry	Tues., Fri. 9:30–9:45 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
BATHASWEET CORPORATION *(100th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLONIAL DAMES, INC. *(91st Week on CBS)* **"Find the Woman"** with Knox Manning	Sunday 7:25–7:30 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
GENERAL FOODS CORPORATION *(328th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 3:00–3:15 p.m. PST ORIGINATES: KNX	Walter Baker's Chocolate and Cocoa *Benton & Bowles, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(36th Week on CBS)* **I Was There**	Sunday 9:00–9:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(88th Week on CBS)* **Hollywood Showcase**	Tuesday 8:30–9:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
P. LORILLARD COMPANY *(275th Week on CBS)* **Don't Be Personal** with Art Baker *Quiz*	Sunday 8:30–9:00 p.m. PST ORIGINATES: KNX	Beechnut Cigarettes *Lennen & Mitchell, Inc.*
LOS ANGELES SOAP COMPANY *(101st Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 7:30–7:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MACFADDEN PUBLICATIONS, INC. *(281st Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Liberty Magazine *Erwin Wasey & Co.*
PETER PAUL, INC. *(60th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 4:45–4:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	PLANTERS NUT AND CHOCOLATE COMPANY *(48th Week on CBS)* **What's On Your Mind?**	Monday 8:00–8:30 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan*
	SOIL OFF MANUFACTURING COMPANY *(31st Week on CBS)* **Bob Garred Reporting** *News*	Thursday 4:45–4:55 p.m. PST Saturday 7:30–7:45 a.m. PST ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency,*
COLUMBIA CALIFORNIA NETWORK	BREAKFAST CLUB COFFEE, INC. *(35th Week on CBS)* **Voice of Friendship** with Rita Murray	Mon., Wed. 9:45–10:00 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*
	SEASIDE OIL COMPANY *(21st Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 4:30–4:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline Silverol Motor Oil *The McCarty Compan*
	UNION OIL COMPANY *(40th Week on CBS)* **Nelson Pringle** *News Analysis*	Mon. thru Fri. 7:45–8:00 a.m. PST ORIGINATES: KNX	Gas and Oil *Lord & Thomas*
WABC SPONSORED PROGRAMS	AMERICAN CHICLE COMPANY* *(53rd Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
	AMERICAN CIGARETTE & CIGAR CO.* *(28th Week on WABC)* **Modern Design Music**	Mon. thru Sat. 8:20–8:25 a.m.	Pall Mall Cigarettes *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EN MARDEN'S RIVIERA *10th Week on WABC)* **Music of Today** **Sports News** with Warren Sweeney	Mon., Wed., Fri. 8:15–8:20 a.m. Tues., Thurs. 6:10–6:15 p.m. Saturday 5:55–6:00 p.m.	Ben Marden's Riviera *J. R. Kupsick Advertising Agency, Inc.*
OOK HOUSE FOR CHILDREN *18th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues. and Thurs. 8:45–9:00 a.m. *Sept. 22–26, Mon., Wed., Fri.* *Beginning Sept. 29, Mon. thru Thurs.*	Book House *Presba, Fellers & Presba, Inc.*
HE BORDEN COMPANY* **PIONEER DIVISION)** *20th Week on WABC)* **Announcements** (Series ends after Sept. 6)	Wed., Fri., Sat. 6:45–6:46:30 p.m.	Reid's Ice Cream *Pedlar & Ryan, Inc.*
ULOVA WATCH COMPANY *628th Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
HESEBROUGH MANUFACTURING **OMPANY, CONSOLIDATED*** *9th Week on WABC)* **Announcements**	Mon., Tues., Thurs. 6:45–6:46:30 p.m.	Vaseline Preparations *McCann-Erickson, Inc.*
DREZMA, INC. *14th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues., Thurs. 11:00–11:15 a.m. *(Begins Sept. 9)*	"Drezma" Cosmetics *Blaine-Thompson Co., Inc.*
LORIDA CITRUS COMMISSION* *9th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Florida Citrus Fruit *Arthur Kudner, Inc.*

**In addition to number of weeks in which the client has used CBS Network facilities.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
KRUG BAKING COMPANY *(89th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. thru Fri. 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
McKESSON & ROBBINS, INC.* *(18th Week on WABC)* **Afternoon News**	Mon. thru Fri. 3:55–4:00 p.m.	Calox Tooth Powder *J. D. Tarcher & Co.*
MELVILLE SHOE COMPANY *(146th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
JOHN MORRELL AND COMPANY *(3rd Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Tues., Thurs., Sat. 8:30–8:45 a.m.	E-Z Cut Ham *Henri, Hurst and McDonald, Inc.*
NEW YORK STATE BUREAU OF MILK PUBLICITY **Woman's Page of the Air** with Adelaide Hawley *Participations* (Starts Sept. 29)	Mon. and Wed. 8:45–9:00 a.m.	Milk and Milk Produ *J. M. Mathes, Inc.*
NOXZEMA CHEMICAL CO., INC.* **Battle of the Boroughs** *Quiz* (Series resumes Sept. 13)	Saturday 9:45–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan*
O'SULLIVAN RUBBER COMPANY *(3rd Week on WABC)* **Arthur Godfrey** *Participations*	Mon., Wed., Fri. 7:00–7:15 a.m.	O'Sullivan Rubber H *Bermingham, Castl and Pierce*
PEPSI-COLA COMPANY* *(58th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, In*

** In addition to number of weeks in which the client has used CBS Network facilities.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PETER PAUL COMPANY* *(78th Week on WABC)* **Early Riser's News** **News** with John Reed King	Mon., Tues., Wed., Fri. 6:30–6:35 a.m. Tues., Thurs. 6:00–6:10 p.m. Saturday 6:00–6:05 p.m.	Mounds Ten Crown Charcoal Gum *Platt-Forbes, Inc.*
QUAKER OATS COMPANY* **Transcriptions** (Starts Sept. 29)	Mon. thru Sat. 8:15–8:20 a.m.	Aunt Jemima Pancake Flour *Sherman K. Ellis & Co., Inc.*
S. A. SCHONBRUUN AND CO., INC. **Sports News** with Warren Sweeney (Starts Sept. 22)	Mon., Wed., Fri. 6:10–6:15 p.m.	Savarin Coffee *M. H. Hackett, Inc.*
SELECT THEATRES CORP. *(52nd Week on WABC)* **Announcement**	Mon., Tues., Wed. 11:58:50 p.m.–12 mid.	"Hellzapoppin" *Blaine-Thompson Co., Inc.*
SMITH BROTHERS* **Arthur Godfrey** (Starts Sept. 30)	Mon., Wed., Fri. 7:30–7:45 a.m.	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
SOCONY-VACUUM OIL CO., INC.* *(5th Week on WABC)* **News** with Mark Hawley	Mon. thru Sat. 10:45–11:00 p.m.	Gasoline, Oil and Specialties *J. Stirling Getchell, Inc.*
WEST DISINFECTING COMPANY *(21st Week on WABC)* **It Takes a Woman** with Frances Scott	Mon., Wed., Fri. 8:25–8:30 a.m.	CN *Moser & Cotins, Inc.*

*In addition to number of weeks in which the client has used CBS Network facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 20*
2. DRAMATIC SERIES . . . . . *Page 21*
3. NATIONAL DEFENSE . . . . . *Page 21*
4. LIGHT ENTERTAINMENT . . . . . *Page 22*
5. SERIOUS MUSIC . . . . . *Page 23*
6. EDUCATIONAL PROGRAMS . . . . . *Page 25*
7. CHILDREN'S PROGRAMS . . . . . *Page 26*
8. PERSONALITIES . . . . . *Page 26*
9. RELIGIOUS BROADCASTS . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: AUGUST PROGRAMS . . . . . *Page 29*

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Charles Collingwood, Larry Lesueur from London; Harry W. Flannery and Howard K. Smith from Berlin; Erskine Caldwell and Winston Burdett from Moscow; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown from Singapore; Edward Chorlian from Cairo; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot, William L. Shirer, Spencer Williams from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 6:00 p.m., SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., MONDAY; 6:30–6:45 p.m., SATURDAY; Albert Warner, 6:00–6:10 p.m., TUESDAY AND THURSDAY.

Sports News: 6:10 p.m., TUESDAY, THURSDAY; 5:55 p.m., SATURDAY.

(See also sponsored news programs.)

	PROGRAM AND TIME	DESCRIPTION
NEWS BROADCASTS *Continued*	**Headlines and Bylines** 11:00–11:15 p.m. EACH SUNDAY	In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.
DRAMATIC SERIES	**Columbia Workshop** 10:30–11:00 p.m. EACH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author-director in an ambitious, original series called "26 by Corwin." SEPTEMBER 7: "Anatomy of Sound".
	Jones and I 10:00–10:30 a.m. EACH SATURDAY (Beginning Sept. 13)	Here is a light and refreshing new addition to Columbia's Saturday morning dramatic schedule. The story revolves around the doings of a young couple, after the girl proposes marriage. Scott Farnworth doubles as author and male lead for the series, while Stuart Buchanan directs.
	The Life of Riley 11:05–11:30 a.m. EACH SATURDAY	Famous stage and screen actor Lionel Stander, supported by a talented cast, stars in a comedy-drama. The series is directed by Leonard Bercovici, and written by Mr. Bercovici and Bob Sloan.
NATIONAL DEFENSE	**Report to the Nation** 9:30–10:00 p.m. EACH TUESDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is produced by Brewster Morgan.
	Proudly We Hail 8:30–8:55 p.m. EACH FRIDAY	The stories of our progress in defense production are dramatically told week by week by a cast of entertainment celebrities and government experts. Brewster Morgan directs, Roy Bargy conducts.

PROGRAM AND TIME	DESCRIPTION	
pirit of '41 :30–5:00 p.m. ACH SUNDAY	Broadcast in the interest of national defense, this new series singles out each week a unit of the Army, Navy or Marines and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.	NATIONAL DEFENSE
alling Pan-America :00–4:30 p.m. ACH SATURDAY	The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.	
he People's Platform :00–7:30 p.m. ACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.	
merican Cruise :30–8:55 p.m. ACH THURSDAY Series ends after Sept. 11)	Frances Langford and Dick Powell are the singing leads in this unusual story placed aboard a mythical American liner making calls in the various ports of the Pan American nations. The series is broadcast in the United States and short waved to Latin America.	LIGHT ENTERTAINMENT
latinee at Meadowbrook :00–5:55 p.m. ACH SATURDAY	Jackson Wheeler is Jive Master, Helen Lewis in charge of adding confusion, in this series from Meadowbrook, popular New Jersey resort. Top-notch bands appear on the program, which Perry Lafferty produces.	
url Ives Coffee Club 0:30–11:00 a.m. ACH SATURDAY	Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Juan Arvizu, Walter Gross, Genevieve Rowe and the Golden Gate Quartet.	
enfro Valley Folks :30–3:45 p.m. ONDAY THRU FRIDAY	Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.	

	PROGRAM AND TIME	DESCRIPTI
LIGHT ENTERTAIN-MENT *Continued*	**What's New At The Zoo?** 12 noon–12:30 p.m. EACH SUNDAY	John Reed King interviews, in their nat habitat, the men and women who collect a care for the animal inmates of the Bronx Z
	Kay Thompson Festival 7:30–8:00 p.m. EACH WEDNESDAY	The festival presents Miss Thompson ir many-sided role—as choral director, solo comedienne, and composer. Music is under t direction of Walter Gross, and Perry Laffe directs.
	Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS	These harmony groups are featured on t Columbia Network through the week. Ea group has a distinctive vocal style and is CBS favorite.
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a f schedule of current hits and old favorites Columbia listeners each evening. These t ranking bands are scheduled for Septemb Count Basie — Andy Kirk Les Brown — Vaughn Monroe Bob Crosby — Red Nichols Sonny Dunham — Teddy Powell Shep Fields — Charles Spivak Carl Hoff — Tommy Tucker
SERIOUS MUSIC	**Columbia Broadcasting Symphony** 3:00–4:00 p.m. EACH SUNDAY	Brilliant conductor Howard Barlow bri back the Columbia Broadcasting Symphon for its sixth series of annual summer concert For September the program includes: SEPTEMBER 14: *DeFalla*, Nights in the Garde of Spain (Vera Brodsky, pianist). *Chadwic* Symphonic Sketches. SEPTEMBER 21: Sir Thomas Beecham, gu conductor. *Delius*, Sea Drift. *Brahms*, Alt Rhapsody. (Choral Accompaniment by t Schola Cantorum.) SEPTEMBER 28: *Rimsky-Korsakoff*, Sadko Fa tasy. *Brahms*, Symphony No. 3.

Columbia Concert Orchestra
9:30–10:00 p.m.
EACH FRIDAY
7:30–8:00 p.m.
EACH SATURDAY

The Columbia Concert schedule includes several half-hour broadcasts of symphonic music each week. The orchestra is directed by CBS conductor Howard Barlow.

Library of Congress Concerts
11:05 a.m.–12:00 noon
EACH SUNDAY

Beethoven's sixteen quartets as well as his "Grand Fugue" will be included in this series by the world famous Budapest String Quartet. Josef Roismann and Alexander Schneider, violins; Boris Kroyt, viola; and Mischa Schneider, 'cello, comprise the quartet. All the concerts originate in the Library of Congress and are given under the auspices of the Gertrude Clarke Whittall Foundation.

Miguel Sandoval
3:30–3:55 p.m.
EACH SATURDAY
(Starts Sept. 20)

This talented Guatemalan pianist presents a weekly program featuring Latin American piano music.

Dorian String Quartet
3:00–3:30 p.m.
EACH SATURDAY

The Dorian String Quartet is playing a series of standard and contemporary chamber music works, bringing before the microphone Alexander Cores and Harry Friedman, violins, David Mankovitz, viola and Bernard Greenhouse, 'cello.

On September 13, Vera Brodsky will join the Quartet in a special recital, playing *Brahms'* Piano Quartet in G minor. Also included in this program (3:00–3:55 p.m.) will be the "Quartet Dedicated to Belaieff", by Rimsky-Korsakoff, Liadoff, Borodin, and Glazounoff.

From the Organ Loft
9:15–9:45 a.m.
EACH SUNDAY

Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.

PROGRAM AND TIME	DESCRIPTI
CBS ADULT EDUCATION BOARD	"Invitation to Learning" and "The Peopl Platform" are presentations of the Departm of Education, arranged with the counsel Columbia's Adult Education Board. Memb of the Board, representative of the natio leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH WILLIAM ALLEN WHIT RAY LYMAN WILBUR JOSEPH H. WILLITS
Invitation to Learning 2:00–2:30 p.m. EACH SUNDAY	This series invites listeners to read or re-re the world's great books discussed by Hunti ton Cairns, Mark Van Doren, and special gue
Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY	CBS presents a series of broadcasts by chil experts and various celebrities to show pare that children are people, too.
Columbia's Country Journal 12:00–12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of a cultural programs, presents a weekly roun up of farm news, and interviews distinguish agricultural authorities and leaders.
Highways to Health 4:15–4:30 p.m. EACH FRIDAY	Dr. Iago Galdston of the New York Acade of Medicine arranges these instructive ta on health for laymen.
Trailside Adventures 3:45–3:55 p.m. EACH FRIDAY	This series on wild life conservation featu "personal appearances" by the animal st of the Trailside Museum at Bear Mount New York.
Columbia's Lecture Hall 3:45–3:55 p.m. EACH MONDAY	Columbia's listeners hear lectures and dis sions on Latin American affairs by vari authorities in the field.
America in Transition 3:45–3:55 p.m. EACH TUESDAY	This new series features interviews with arti scientists and technologists.

PROGRAM AND TIME	DESCRIPTION	
dventures in Science 45–3:55 p.m. CH THURSDAY	Watson Davis interviews pominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.	EDUCATIONAL PROGRAMS
f Men and Books 30–3:00 p.m. CH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.	
et's Pretend 00–1:30 p.m. CH SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.	CHILDREN'S PROGRAMS
he Old Dirt-Dobber 30–10:00 a.m. CH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.	PERSONALITIES
utdoors with Bob Edge 15–6:30 p.m. CH THURSDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.	
uan Arvizu :30–10:45 p.m. ONDAY, TUESDAY, WEDNESDAY	Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores.	
ichard Maxwell 00–4:15 p.m. ONDAY THRU FRIDAY	Richard Maxwell presents his daily program of cheer and comfort, which consists of hymns, inspirational songs and homely philosophy.	
using on Sports 5–6:00 p.m. CH SUNDAY	Ted Husing reviews the sports happenings of the past week, and makes his predictions on the outcome of events to come.	

Church of the Air
10:00–10:30 a.m.
1:00–1:30 p.m.
EACH SUNDAY

The Church of the Air has completed its ten consecutive year of Sunday morning and after noon religious broadcasts. In September:

SEPTEMBER 7: *Morning:* Reverend Gordon R Lahrson, Pastor of the Henry Street Unite Church, New York City.
Afternoon: Reverend Joseph A. Daly, Chur of Saint Athanasius, New York City.

SEPTEMBER 14: *Morning:* Presbyterian Servic
Afternoon: Disciples of Christ Service.

SEPTEMBER 21: *Morning:* Lutheran Service.
Afternoon: Major Francis J. Boyle, Catholi Chaplin of the 212th Coast Artillery Reg ment, Camp Stewart, Georgia.

SEPTEMBER 28: *Morning:* Methodist Servic
Afternoon: Jewish Service.

Wings Over Jordan
10:30–11:00 a.m.
EACH SUNDAY

This program of religious talks and spiritua is presented by outstanding Negro leaders an educators and a choir of thirty voices.

SEPTEMBER 7: Rev. M. F. Washington, Chai man of the Committee on Finance of th National Baptist Convention, Inc., and Past of the Liberty Hill Baptist Church, Cleveland Ohio.

SEPTEMBER 14: Rabbi Barnett R. Brickner the Euclid Avenue Temple, Cleveland, Ohio.

SEPTEMBER 21: Mark A. McCloskey, Direct of Recreation, Federal Security Agency, Wa ington, D. C.

SEPTEMBER 28: To be announced.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE
WCBX New York

ews Broadcasts (WCBX) ı English: :00–9:15 a.m., 1:30–1:45 p.m., :30–5:45 p.m., 6:30–6:45 p.m. ONDAY THRU SATURDAY :15–2:35 p.m., 5:30–5:45 p.m., :30–6:45 p.m. NDAY ı Italian: 2:00–12:15 p.m., 3:00–3:15 p.m. ı German: :00–1:15 p.m., 4:00–4:15 p.m. ı Polish: :15–1:30 p.m., 5:15–5:30 p.m. ı French: :00–2:15 p.m., 5:00–5:15 p.m. NDAY THRU SATURDAY ı Serbo-Croat: :15–4:30 p.m. ONDAY THRU SATURDAY	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian, Polish and Serbo-Croat. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.
ollywood News ONDAY, 2:45–3:00 p.m. HURSDAY, 7:45–8:00 p.m. ONDAY, 7:45–8:00 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.
ews in Spanish :00–10:05 p.m., 6:45–7:00 p.m. NDAY THRU SATURDAY (WCBX) 2:30–12:45 p.m., 2:30–2:45 p.m., :45–6:00 p.m. ONDAY THRU FRIDAY (WCAB)	World-wide news events are broadcast Sunday through Saturday by Albert Zalamea, well-known journalist and native of Colombia, (WCBX), Monday through Friday by Adriano A. Rubio (WCAB).
ews of Latin America n Spanish :00–8:15 p.m. ONDAY, WEDNESDAY, FRIDAY	Mr. Roberto Unanue tells the Latin American republics the news about their own Latin American neighbors.
ews in Portuguese :15–7:30 p.m., DAILY	Luis Correa and Luis Jatoba, native Brazilian journalists, report the news each day.
armen Castelo's Broadway olumn in Spanish RIDAY, 7:00–7:15 p.m.	The latest news of the threater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.
ultural News in Spanish :00–9:15 p.m. ACH FRIDAY	José Santos Quijano is heard each Friday in a quarter-hour digest of cultural news of special interest to South American listeners.

SPECIAL CBS SHORT WAVE BROADCASTS TO SOUTH AMERICA
WCBX New York
WCAB Philadelphia

AUDESDA: AUGUST PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of August programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

AUGUST 1: Senator Gerald P. Nye, Republican of North Dakota, spoke on the issues of the war as they affect the United States. The speech originated at an America First Committee meeting in the St. Louis Opera House, 10:30–10:45 p.m.

AUGUST 2: Paul C. Smith, general manager of the "San Francisco Chronicle," urged more active American participation in the war against Hitler, in a speech from Washington under the auspices of the Fight for Freedom, 10:15–10:30 p.m.

AUGUST 3: R. J. Thomas, president of the United Automobile Workers (CIO), discussed "Auto Production and Defense" in a speech from the U. A. W. convention city of Buffalo, 2:45–3:00 p.m.

AUGUST 4: Admiral Russell R. Waesche, commandant of the U. S. Coast Guard Service, reviewed a century-and-a-half of that organization's record, 3:30–3:45 p.m.

AUGUST 5: Dean William Fletcher Russell of Columbia University, who is directing a Citizen's Education Program under the sponsorship of the Immigration and Naturalization Bureau of the U. S. Justice Department, spoke on "Americanizing Our Allies," 4:15–4:30 p.m.

AUGUST 5: Senator C. Wayland Brooks, Republican from Illinois, discussed "America's Destiny," 10:15–10:30 p.m.

AUGUST 6: "Can You Follow the War Crowd?" was a talk against American involvement in the war, made by Representative Carl T. Curtis, Republican of Nebraska, 10:15–10:30 p.m.

AUGUST 8: Representative Frank B. Keefe, Republican of Wisconsin, discussed the international situation in a speech titled "A United America," 10:30–10:45 p.m.

AUGUST 9: Rev. Dr. Maurice S. Sheehy, head of the Department of Religious Education at Catholic University in Washington, spoke on "Tolerance and National Defense," 10:15–10:30 p.m.

AUGUST 10: Representative Robert A. Grant, Republican of Indiana, spoke against sending American boys outside the Western Hemisphere, 7:15–7:30 p.m.

AUGUST 12: Robert F. Wagner, Jr., New York State Assemblyman, and Miss Madge Christians, from the cast of the play "Watch On The Rhine," addressed all Americans of German birth or descent under the auspices of the Loyal Americans of German Descent, an organization of which Mr. Wagner is president, 6:15–6:30 p.m.

AUGUST 12: Representative John M. Vorys, Republican of Ohio, discussed the possibilities of a just and lasting peace, under the auspices of the Citizens Peace Petition Committee of the Keep America Out of War Congress, 10:15–10:30 p.m.

AUGUST 13: Joaquin M. Elizalde, Resident Commissioner of the Philippines, spoke on "The Future of Philippine and American Relations," 10:15–10:30 p.m.

AUGUST 17: From the Indiana State American Legion convention at South Bend, Federal Security Administrator Paul V. McNutt gave an address on "Americans' Security First," 12 noon–12:30 p.m.

AUGUST 17: "Our Duty in the Present World Situation," was considered by isolationist Representative Knute Hill, Democrat of Washington, 5:30–5:45 p.m.

AUGUST 17: Alfred Duff Cooper, former British Minister of Information outlined the British and American positions in the war in an address from New York, 7:15–7:30 p.m.

AUGUST 19: Lieutenant F. M. Kreml, traffic law authority; Mr. Frank J. Wilson, Chief of U. S. Secret Service; Mr. L. B. Reed, Chief of Police in Kansas City; and Col. Homer Garrison, Jr., Director of the Texas Department of Public Safety discussed "Law Enforcement and National Defense" from the convention of the International Association of Chiefs of Police in Buffalo, 4:30–4:45 p.m.

AUGUST 20: Dr. Esther Caukin Brunauer, Chairman of the International Relations Department of the American Association of University Women, spoke under the sponsorship of the Committee to Defend America, 4:15–5:00 p.m.

AUGUST 20: Appearing at a rally of the America First Committee in New York, Dr. Henry Noble MacCracken, president of Vassar College, spoke on "The American Way," 10:15–10:30 p.m.

AUGUST 22: "Japan's Dilemma" was discussed by Dr. C. J. L. Bates, former president of the University of Western Japan, 10:30–10:45 p.m.

AUGUST 23: Edward J. Flynn, national chairman of the Democratic National Committee addressed the annual convention of Young Democratic Clubs of America, 1:30–1:45 p.m.

AUGUST 23: Senator Tom Connally, Texas Democrat, spoke on "Imperative National Defense" under the auspices of the Committee to Defend America, 10:15–10:30 p.m.

AUGUST 24: Mrs. Ida B. Wise Smith, president of the W. C. T. U., spoke on "Our Common Defense," 5:30–5:45 p.m.

AUGUST 24: Mr. Thomas E. Dewey, New York District Attorney, spoke from the Williamstown Institute of Human Relations on "The World We Want to Live In," 7:15–7:30 p.m.

AUGUST 25: Joseph C. Menendez, national commander of the Veterans of Foreign Wars, made an address on "Unity for Victory" at the Philadelphia encampment of that organization, 11:15–11:30 p.m.

AUGUST 26: "What About It?" was the title of a discussion of the small business man's dilemma during the defense drive, which was voiced by Dewitt H. Emery, president of the National Small Business Men's Association, 10:15–10:30 p.m.

AUGUST 29: Representative Robert F. Jones, Republican of Ohio, spoke against aid to Russia in a talk entitled, "Aid to Russia Under the Lend-Lease Act," 10:30–10:45 p.m.

AUGUST 30: Dr. Robert Gordon Sproul, president of the University of California,

discussed America's role in the war crisis, from San Francisco under the auspices of the Fight For Freedom, 10:15–10:30 p.m.

SPECIAL EVENTS

AUGUST 2: The completion of the first Rolls Royce airplane engine at the Packard plant in Detroit was marked by a special broadcast with pick-ups from Windsor (Canada), Washington and London. Lord Halifax spoke from Washington and Edward R. Murrow from London, 6:05–6:30 p.m.

AUGUST 10: Queen Elizabeth of England expressed her thanks to the United States war relief organizations for their aid to Britain in a special broadcast direct from London, 4:00–4:05 p.m.

AUGUST 12: Albert Warner and John Adams, CBS correspondent in Rio de Janeiro, participated in a two-way broadcast conversation, 6:00–6:10 p.m.

AUGUST 15: Two high Mexican officials, Dr. Luis Sanchez Ponton, Minister of Education, and Dr. Ezquiel Padilla, Secretary of State, spoke from Mexico City in connection with the first Latin-American conference of the "School of the Air of the Americas," 10:30–10:45 p.m.

AUGUST 18: Mrs. Eleanor Roosevelt spoke on a program broadcast from the Western Hemisphere Encampment of Girl Guides and Girl Scouts near Springfield, Mass., 4:45–5:00 p.m.

AUGUST 17–24: Ted Husing broadcast a preview, five summaries, and three play-by-play descriptions of the National Doubles Tennis Championship Tournament at Longwood Cricket Club, Brookline, Mass.

AUGUST 19: Emanuel Quezon, President of the Philippines, and Vice-President Henry A. Wallace spoke from Manila and Washington, respectively, in connection with the inauguration of KZRM, CBS affiliate in Manila, 9:15–9:45 a.m.

AUGUST 19: Rear Admiral Richard E. Byrd and Carl Sandburg spoke directly from a National Emergency Rally, sponsored by the Council For Democracy in Madison Square Garden, 10:15–10:45 p.m.

AUGUST 23: A descriptive broadcast from the Ford Airport at Dearborn, Michigan was carried in connection with a special award for safe driving, presented by the Ford Good Drivers League, 1:45–2:00 p.m.

AUGUST 24: Winston Churchill reported to the British Empire and to America on his recent meeting with President Roosevelt and on the progress of the war, 4:00–4:30 p.m.

AUGUST 25–30: Ted Husing covered the National Amateur Golf Championship Matches at Omaha, Nebraska with summaries and play-by-play descriptions.

THE COLUMBIA BROADCASTING SYSTEM

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CBS reporters keep listeners informed on Army War Game maneuvers (See page 31).

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GENERAL PETROLEUM CORP. OF CALIFORNIA:
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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC. *(452nd Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(167th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon., Wed., Fri. 6:00–6:10 p.m. 54 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(283rd Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra. Barry Wood, Louise King. Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 109 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(234th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR & CO. *(34th Week on CBS)* **Treat Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 50 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
ARMSTRONG CORK COMPANY **Armstrong Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 105 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rug *Batten, Barton, Durstine & Osborn, Inc.*
BAYER COMPANY *(314th Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
BOWEY'S, INC. *(123rd Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 47 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ALIFORNIA FRUIT GROWERS XCHANGE *26th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 39 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
AMPANA SALES COMPANY *81st Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Friday 9:30–9:55 p.m. 53 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Campana Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
AMPBELL SOUP COMPANY *56th Week on CBS)* **Arkansas Traveler** starring Bob Burns	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 64 CBS stations ORIGINATES: KNX	Campbell's Soups *Ruthrauff & Ryan, Inc.*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 60 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
The Man I Married *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 56 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans Franco-American Macaroni and Spaghetti *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGEN
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(152nd Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 64 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, I*
CHRYSLER CORPORATION *(291st Week on CBS)* **Major Bowes' Original Amateur Hour**	Thursday 9:00–10:00 p.m. 84 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, I*
COCA-COLA COMPANY *(111th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:00 p.m. 115 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(299th Week on CBS)* **Guy Lombardo and His Orchestra** Popular Music	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 72 CBS stations 30 CBC stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Sh *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marquette Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 79 CBS stations ORIGINATES: WABC	Concentrated Super Suds *Sherman & Marquette Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OLGATE-PALMOLIVE-PEET COMPANY *ontinued*		
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:00–4:15 p.m.* 48 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Elmer Davis *News*	Tues. thru Sun. 8:55–9:00 p.m. 90 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
CONTINENTAL BAKING CO., INC. *352nd Week on CBS)*		
Maudie's Diary with Mary Mason	Thursday 7:30–8:00 p.m. *Rebroadcast 11:30–12:00 mid.* 47 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake *Ted Bates, Inc.*
URTISS CANDY COMPANY *53rd Week on CBS)*		
News with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 39 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
OUBLEMINT GUM *185th Week on CBS)*		
Melody Ranch with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 70 CBS stations ORIGINATES: ON TOUR	Doublemint Gum *J. Walter Thompson Company*
MERSON DRUG COMPANY *74th Week on CBS)*		
Vox Pop with Parks and Wally *Quiz*	Monday 8:00–8:30 p.m. 66 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
VERSHARP, INC. *105th Week on CBS)*		
Take It or Leave it with Bob Hawk, MC; David Ross *Quiz*	Sunday 10:00–10:30 p.m. 71 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGEN
FORD MOTOR COMPANY *(390th Week on CBS)* **Sunday Evening Hour** Ford Symphony Orchestra and Chorus, guest conductors and soloists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 58 CBS stations ORIGINATES: WJR	Ford motor cars, truck and tractors Mercury Lincoln *McCann-Erickson, I*
GENERAL FOODS CORPORATION *(332nd Week on CBS)* **We, the People** with Eddie Dowling *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 79 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, I*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 89 CBS stations ORIGINATES: WABC	Grape Nuts Grape Nuts Flakes *Young & Rubicam, I*
William L. Shirer *News*	Sunday 5:45–6:00 p.m. 42 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, I*
Kate Smith Speaks; News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 79 CBS stations ORIGINATES: WABC	Swansdown Cake Flo Calumet *Young & Rubicam, I* Diamond Crystal Salt *Benton & Bowles, I*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *6:00–6:15 p.m.* 72 CBS stations ORIGINATES: WABC	La France Satina Minute Tapioca Postum *Young & Rubicam, I*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast* *7:15–7:30 p.m.* 85 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, I*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 50 CBS stations ORIGINATES: WABC	Maxwell House Coff *Benton & Bowles, I*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
.ENERAL MILLS, INC. *(4th Week on CBS)* **Stories America Loves** *Drama*	Mon. thru Fri. 9:45–10:00 a.m. *Rebroadcast* *11:45–12 noon* 32 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 34 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 34 CBS stations ORIGINATES: WBBM	Bisquick *Blackett-Sample-Hummert, Inc.*
.ULF OIL CORPORATION *(8th Week on CBS)* **Gulf Screen Guild Theatre** with Roger Pryor, MC, screen stars, Oscar Bradley's Orchestra, John Hiestand	Sunday 7:30–8:00 p.m. 80 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
NTERNATIONAL CELLUCOTTON 'RODUCTS COMPANY *(10th Week on CBS)* **Ginny Simms** *Songs*	Friday 9:55–10:00 p.m. 53 CBS stations ORIGINATES: KNX	Kleenex *Lord & Thomas*
NTERNATIONAL SILVER COMPANY *(16th Week on CBS)* **Silver Theatre** Conrad Nagel, Narrator-director, and guest stage and screen stars	Sunday 6:00–6:30 p.m. 56 CBS stations 32 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
RONIZED YEAST CO., INC. *(10th Week on CBS)* **Are You a Missing Heir?** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENC
JOHNS-MANVILLE CORPORATION *(9th Week on CBS)* **Frazier Hunt** *News*	Mon. thru Fri. 6:10–6:15 p.m. 22 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(26th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Saturday 11:30–11:45 a.m. *Rebroadcast* *1:30–1:45 p.m.* 58 CBS stations Tuesday 6:15–6:30 p.m. 64 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, I*
LADY ESTHER, LTD. *(408th Week on CBS)* **Lady Esther Presents Orson Welles** *Variety*	Monday 10:00–10:30 p.m. 63 CBS stations ORIGINATES: KNX	Face Powder, Face Cre Rouge, Lipstick and Nail Polish *Pedlar & Ryan, In*
LEVER BROTHERS COMPANY *(322nd Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 68 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Hollywood Premiere with Louella Parsons and guest stars *Drama*	Friday 10:00–10:30 p.m. 71 CBS stations ORIGINATES: KNX	Lifebuoy Health Soap *William Esty & Company, Inc.*
Big Town with Edward G. Robinson, Ona Munson. Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *9:30–10:00 p.m.* 57 CBS stations 31 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, I*
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. 59 CBS stations ORIGINATES: WABC	Lifebuoy Health Soa *William Esty & Company, Inc.*
Bright Horizon with Joe Julian *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *2:00–2:15 p.m.* 35 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, I*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EVER BROTHERS COMPANY *ntinued*		
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 2:15–2:30 p.m.* 61 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
IGGETT & MYERS TOBACCO OMPANY *66th Week on CBS)*		
Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires	Tues., Wed., Thurs. 10:00–10:15 p.m. 99 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
IOMAS J. LIPTON, INC. *9th Week on CBS)*		
Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra	Sunday 8:00–8:30 p.m. *Rebroadcast 10:30–11:00 p.m.* 77 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
UXOR, LTD. *4th Week on CBS)*		
Wayne King and His Orchestra *Music*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Products *Lord & Thomas*
AGAZINE REPEATING RAZOR OMPANY *4th Week on CBS)*		
Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, John Kirby's Band, guest stars	Thursday 8:30–8:55 p.m. *Rebroadcast 12 mid.–12:25 a.m.* 59 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
ACIFIC COAST BORAX CO. *4th Week on CBS)*		
Death Valley Days *Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast 12:30–1:00 a.m.* 58 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes *McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGEN
PET MILK SALES CORPORATION *(411th Week on CBS)*	Saturday 9:45–10:15 p.m. 55 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney. Gustave Haenschen's Orchestra and Chorus		
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 64 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(269th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 92 CBS stations ORIGINATES: WABC	Philip Morris Cigarette *The Biow Company,*
The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Block's Orchestra *Dramas*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 68 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(362nd Week on CBS)*	Mon. thru Fri. 5:00–5:15 p.m. 19 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles*
The Story of Mary Marlin *Serial drama*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 18 CBS stations	Duz *Compton Advertising, Inc.*
	7 CBS stations ORIGINATES: WABC	Dreft *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 34 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 48 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued*		
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 50 CBS stations 25 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(122nd Week on CBS)*	Sunday 5:00–5:45 p.m. 59 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, Ross Graham, and a chorus of mixed voices		
R. J. REYNOLDS TOBACCO COMPANY *(139th Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 75 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
Al Pearce and His Gang with Artie Auerbach, Andy Devine, Lou Bring's Orchestra and guests *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 95 CBS stations ORIGINATES: KNX	
SPEARMINT GUM *(184th Week on CBS)*	Sunday 6:55–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*		
Just Entertainment with Ben Bernie, the Bailey Sisters and Donald Saxon *Variety*	Mon. thru Fri. 5:45–6:00 p.m. 80 CBS stations ORIGINATES: WBBM	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS *(65th Week on CBS)* **Golden Treasury of Song** starring Frank Parker *Music and poetry*	Mon., Wed., Fri. 6:30–6:45 p.m. 35 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(227th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 86 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(331st Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 62 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
VICK CHEMICAL COMPANY *(107th Week on CBS)* **News For Women** with Andre Baruch	Mon., Wed., Fri. 3:00–3:15 p.m. 14 CBS stations ORIGINATES: WABC	Vicks VapoRub Vicks Va-tro-nol *Morse International, Inc.*
COLUMBIA PACIFIC NETWORK		
ALBERS BROTHERS MILLING CO. *(26th Week on CBS)* **Whodunit** *Audience participation*	Thursday 7:30–8:00 p.m. PST ORIGINATES: KNX	Albers Flapjack Flour *Lord & Thomas*
AMERICAN CHICLE COMPANY *(30th Week on CBS)* **By the Way** with Bill Henry	Tuesday 7:45–8:00 p.m. PST Thursday 7:15–7:30 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
BATHASWEET CORPORATION *(104th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLONIAL DAMES, INC. *(95th Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 9:55–10:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
GENERAL FOODS CORPORATION *(332nd Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PST ORIGINATES: KNX	Walter Baker's Chocolate and Cocoa *Benton & Bowles, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(40th Week on CBS)* **I Was There** *News dramatizations* **Pigskin Preview** with Sam Hayes	Sunday 8:30–9:00 p.m. PST ORIGINATES: KNX Wednesday 6:15–6:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(92nd Week on CBS)* **Hollywood Showcase**	Monday 9:30–10:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
LOS ANGELES SOAP COMPANY *(105th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MACFADDEN PUBLICATIONS, INC. *(285th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Liberty Magazine *Erwin Wasey & Co.*
NESTLE'S MILK PRODUCTS, INC. *(2nd Week on CBS)* **Bob Garred Reporting** *News* **William Winter** *News analyst*	Tuesday 5:45–5:55 p.m. PST ORIGINATES: KNX Saturday 7:45–8:00 a.m. PST ORIGINATES: KSFO	Alpine Coffee *Leon Livingstone Advertising Agency*
PETER PAUL, INC. *(64th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	**PLANTERS NUT AND CHOCOLATE COMPANY** *(52nd Week on CBS)* **What's On Your Mind?**	Friday 6:00–6:30 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan Co.*
	SOIL OFF MANUFACTURING COMPANY *(35th Week on CBS)* **Bob Garred Reporting** *News*	Thursday 5:45–5:55 p.m. PST Saturday 7:30–7:45 a.m. PST ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency, Inc.*
COLUMBIA CALIFORNIA NETWORK	**BEKINS VAN AND STORAGE CO.** *(1st Week on CBS)* **Bill Henry** *News Analyst*	Mon. and Wed. 5:30–5:45 p.m. PST ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	BREAKFAST CLUB COFFEE, INC. *(39th Week on CBS)* **Voice of Friendship** with Rita Murray	Tues., Thurs. 8:00–8:15 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*
	SEASIDE OIL COMPANY *(25th Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 5:30–5:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil *The McCarty Company*
	UNION OIL COMPANY *(44th Week on CBS)* **Nelson Pringle** *News Analysis*	Mon. thru Fri. 7:45–8:00 a.m. PST ORIGINATES: KNX	Gas and Oil *Lord & Thomas*
WABC SPONSORED PROGRAMS	**AMERICAN CHICLE COMPANY*** *(57th Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
	AMERICAN CIGARETTE & CIGAR CO.* *(32nd Week on WABC)* **Modern Design Music**	Mon. thru Sat. 8:20–8:25 a.m.	Pall Mall Cigarettes *Ruthrauff & Ryan, Inc.*
	B.C. REMEDY COMPANY **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	B.C. *Charles W. Hoyt & Co., Inc.*

**In addition to number of weeks in which the client has used CBS Network facilities*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OOK HOUSE FOR CHILDREN *2nd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. thru Thurs. 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
ULOVA WATCH COMPANY *32nd Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
HESEBROUGH MANUFACTURING OMPANY, CONSOLIDATED* *3th Week on WABC)* **Announcements**	Mon., Tues., Thurs. 6:45–6:46:30 p.m.	Vaseline Preparations *McCann-Erickson, Inc.*
REZMA, INC. *48th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues., Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Blaine-Thompson Co., Inc.*
LORIDA CITRUS COMMISSION* *13th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Florida Citrus Fruit *Arthur Kudner, Inc.*
RIFFIN MANUFACTURING CO., NC.* **Arthur Godfrey** *Participations*	Tues., Thurs., Sat. 7:00–7:15 a.m.	Shoe Polish, Whitener, and Dressing *Bermingham, Castleman, and Pierce, Inc.*
ROVE LABORATORIES, INC. *22nd Week on WABC)* **Odd Side of the News**	Mon., Wed., Fri. 8:25–8:30 a.m.	Bromo-Quinine Cold Tablets *J. Walter Thompson Co., Inc.*
KRUG BAKING COMPANY *93rd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. thru Fri. 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
EHN AND FINK PRODUCTS CORP.* **Arthur Godfrey** *Participations* (Begins October 16)	Mon. thru Sat. 6:35–7:00 a.m.	Hind's Honey and Almond Cream *William Esty & Co., Inc.*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGE
P. LORILLARD COMPANY* *(12th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 6:35–7:00 a.m.	Old Gold Cigarettes *J. Walter Thompso Co., Inc.*
BEN MARDEN'S RIVIERA *(14th Week on WABC)* **Hughesreel** with Rush Hughes	Tues. and Thurs. 6:30–6:45 p.m.	Ben Marden's Riviera *J. R. Kupsick Adve ing Agency, Inc.*
Sports News with Warren Sweeney	Saturday 5:55–6:00 p.m.	
MARYLAND PHARMACEUTICAL CO. *(26th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues., Thurs., Sat. 8:45–9:00 a.m.	Rem and Rel *The Joseph Katz Co*
McKESSON & ROBBINS, INC.* *(22nd Week on WABC)* **Afternoon News**	Mon. thru Fri. 3:55–4:00 p.m.	Calox Tooth Powder *J. D. Tarcher & Co ,*
MELVILLE SHOE COMPANY *(150th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
JOHN MORRELL AND COMPANY *(7th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Tues., Thurs., Sat. 8:30–8:45 a.m.	E-Z Cut Ham *Henri, Hurst and McDonald, Inc.*
NEW YORK STATE BUREAU OF MILK PUBLICITY *(29th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. and Wed. 8:45–9:00 a.m.	Milk and Milk Produ *J. M. Mathes, Inc.*
NOXZEMA CHEMICAL CO., INC.* *(21st Week on WABC)* **Battle of the Boroughs** *Quiz*	Saturday 9:45–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan, I*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OLSON RUG COMPANY *(2nd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Friday 8:45–9:00 a.m.	Olson Rugs *Presba, Fellers & Presba, Inc.*
O'SULLIVAN RUBBER COMPANY *(7th Week on WABC)* **Arthur Godfrey** *Participations*	Mon., Wed., Fri. 7:00–7:15 a.m.	O'Sullivan Rubber Heels *Bermingham, Castleman and Pierce, Inc.*
PEPSI-COLA COMPANY* *(62nd Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
PETER PAUL COMPANY* *(82nd Week on WABC)* **Early Riser's News** **News** with John Reed King	Mon., Tues., Wed., Fri. 6:30–6:35 a.m. Tues., Thurs. 6:00–6:10 p.m.	Mounds Ten Crown Charcoal Gum *Platt-Forbes, Inc.*
QUAKER OATS COMPANY* *(41st Week on WABC)* **The Aunt Jemima Program**	Mon. thru Sat. 8:15–8:20 a.m.	Aunt Jemima Pancake Flour *Sherman K. Ellis & Co., Inc.*
SELECT THEATRES CORP. *(56th Week on WABC)* **Announcement**	Mon. and Wed. 11:58:50 p.m.–12 mid.	"Hellzapoppin" *Blaine-Thompson Co., Inc.*
SMITH BROTHERS* *(10th Week on WABC)* **Arthur Godfrey**	Mon., Wed., Fri. 7:30–7:45 a.m.	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
SOCONY-VACUUM OIL CO., INC.* *(9th Week on WABC)* **News** with Mark Hawley	Mon. thru Sat. 10:45–11:00 p.m.	Gasoline, Oil and Specialties *J. Stirling Getchell, Inc.*
WASTE PAPER CONSUMING INDUSTRIES **Arthur Godfrey** *Participations*	Mon. thru Sat. 6:35–7:00 a.m.	Paper Conservation *Olian Advertising Co.*
WILSON AND COMPANY **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:15 a.m.	Ideal Dog Food *U.S. Advertising Corp.*

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CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 20*
2. DRAMATIC SERIES . . . . . *Page 21*
3. NATIONAL DEFENSE . . . . . *Page 21*
4. LIGHT ENTERTAINMENT . . . . . *Page 22*
5. SERIOUS MUSIC . . . . . *Page 23*
6. EDUCATIONAL PROGRAMS . . . . . *Page 24*
7. CHILDREN'S PROGRAMS . . . . . *Page 26*
8. PERSONALITIES . . . . . *Page 26*
9. RELIGIOUS BROADCASTS . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: SEPTEMBER PROGRAMS . . . . . *Page 29*

PROGRAM AND TIME	DESCRIPTION
News Summaries, Analyses and Broadcasts from Europe SCHEDULED PERIODS MONDAY THRU SUNDAY	Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts. *News Broadcasts:* Edward R. Murrow, Bob Trout, Charles Collingwood from London; Howard K. Smith from Berlin; Dennis McEvoy and Larry Lesueur from Moscow; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown from Singapore; Edward Chorlian from Cairo; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Linton Wells, Major G. F. Eliot, William L. Shirer from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:15–7:00 p.m., MONDAY THRU SATURDAY; 2:30–3.00 p.m. SUNDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY. *News Summaries:* 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 6:00 p.m., SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY. *News Analyses:* Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., MONDAY; 6:30–6:45 p.m., SATURDAY; Albert Warner, 6:00–6:10 p.m., TUESDAY AND THURSDAY; William L. Shirer, 6:15–6:30 p.m., THURSDAY. *(See also sponsored news programs.)*
Headlines and Bylines 7:15–7:30 p.m. EACH SUNDAY	In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES	**Columbia Workshop** 8:00–8:30 p.m. to the West 10:30–11:00 p.m. to the East EACH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Starting with the first broadcast in May, Norman Corwin returned as author director in an ambitious, original series called "26 by Corwin."
	Jones and I 10:30–11:00 a.m. EACH SATURDAY	Here is a light and refreshing new addition to Columbia's Saturday morning dramatic schedule. The story revolves around the doings of a young couple, after the girl proposes marriage. Scott Farnworth doubles as author and male lead for the series. Stuart Buchanan directs.
NATIONAL DEFENSE	**Report to the Nation** 9:30–10:00 p.m. EACH TUESDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is produced by Brewster Morgan.
	Spirit of '41 2:00–2:30 p.m. EACH SUNDAY	Broadcast in the interest of national defense, this new series singles out each week a unit of the Army, Navy or Marines and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.
	Calling Pan-America 6:00–6:30 p.m. EACH SATURDAY	The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originating in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.
	The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.

PROGRAM AND TIME	DESCRIPTION
atinee at Meadowbrook 00–5:55 p.m. ACH SATURDAY	An hour jamboree featuring the orchestras of Benny Goodman and Tommy Dorsey during October. Regulars on the program include Announcer Jackson Wheeler. Eddie Mayehoff and Sally Stevens. Perry Lafferty directs.
url Ives Coffee Club):00–10:30 a.m. ACH SATURDAY	Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Juan Arvizu, Walter Gross, Genevieve Rowe and the Golden Gate Quartet.
enfro Valley Folks :30–3:45 p.m. ONDAY THRU FRIDAY	Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.
his Is The Life 0–2:00 p.m. ACH SUNDAY	John Reed King traverses the centuries in the halls of the American Museum of Natural History. Experts from the museum's Department of Anthropology supply the facts and material, on which the programs are based.
ay Thompson Festival :05–11:30 a.m. ACH SATURDAY	The festival presents Miss Thompson in a many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs the program.
olden Gate Quartet, our Clubmen, Symphonettes ARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.
nce Orchestra ARIOUS HOURS UNDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for October: Blue Barron — Guy Lombardo Count Basie — Vaughn Monroe Bob Chester — Russ Morgan Benny Goodman — Red Nichols Harry James — Teddy Powell Andy Kirk — Charles Spivak Claude Thornhill

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra 3:00–4:30 p.m. EACH SUNDAY (Beginning October 12)	The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During October, Leopold Stokowski will be guest conductor. Deems Taylor acts as intermission commentator.
Library of Congress Concerts 11:05 a.m.–12:00 noon EACH SUNDAY	Beethoven's sixteen quartets as well as his "Grand Fugue" will be included in this series by the world famous Budapest String Quartet. Josef Roismann and Alexander Schneider, violins; Boris Kroyt, viola; and Mischa Schneider, 'cello, comprise the quartet. All the concerts originate in the Library of Congress and are given under the auspices of the Gertrude Clarke Whittall Foundation.
From Columbia's Concert Hall 4:00–4:30 p.m. MONDAY THRU FRIDAY (Series Begins October 6)	This is an unusual series of programs, embracing great symphonic, operatic, vocal and chamber music works. It includes seldom-performed American works, orchestral and vocal excerpts from great operas, little-known concerti, and music and songs for small ensembles. The participating groups of artists vary. MONDAYS: "Stars in the Orchestra," devoted to concerti and shorter solo works played by individual members of the Columbia Concert Orchestra, under Howard Barlow's direction. TUESDAYS: "Milestones in American Music" comprising historic American compositions performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester. (Piano recitals by Egon Petri will comprise the first three programs.) WEDNESDAYS: "Songs of the Centuries", with songs of the masters sung by vocal soloists. Howard Barlow will conduct. THURSDAYS: The Cincinnati Conservatory of Music presents orchestral and chamber music ensembles with occasional choruses and vocalists. FRIDAYS: "The Lyric Stage", with Howard Barlow directing orchestral excerpts from operas and ballets. Occasional soloists will be heard.

PROGRAM AND TIME	DESCRIPTION	
olumbia's American usic Festival 30–8:00 p.m. ACH SATURDAY	Howard Barlow and the Columbia Concert Orchestra play new scores by contemporary American composers.	**SERIOUS MUSIC**
rom the Organ Loft :15–9:45 a.m. ACH SUNDAY	Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.	
BS ADULT DUCATION BOARD	"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS	**EDUCATIONAL PROGRAMS**
merican School of the Air :15–9:45 a.m. Eastern Time Zone) :30–2:55 p.m. Central Time Zone) :30–10:00 a.m. Mountain Time Zone) :30–2:00 p.m. Pacific Time Zone) ONDAY THRU FRIDAY	The American School of the Air, now broadcast to the Latin American Republics, is in its thirteenth year on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series. MONDAYS—*Americans at Work* OCTOBER 6: Shipbuilders. OCTOBER 20: Sailors. OCTOBER 27: Airmen. TUESDAYS—*Music of the Americas* OCTOBER 7: School and Children's Songs. OCTOBER 14: Geography and Music. OCTOBER 21: Music of the Mountaineers. OCTOBER 28: Music of the Plains. WEDNESDAYS—*New Horizons: Lands of New World Neighbors* OCTOBER 8: Dawn of the New World. OCTOBER 15: Queen of the Caribbean. OCTOBER 22: Land of Golden Empires. OCTOBER 29: Lands of the Spanish Main.	

PROGRAM AND TIME	DESCRIPTI
American School of the Air *Continued*	THURSDAYS—*Tales from Far and Near* OCTOBER 9: Augustus Goes South. OCTOBER 16: Susannah, a Little Girl with t Mounties. OCTOBER 23: The Silver Fawn. OCTOBER 30: The Boat Builder. FRIDAYS—*This Living World* OCTOBER 10: Democracy Today. OCTOBER 17: Preparing for Defense. OCTOBER 24: Training for Jobs. OCTOBER 31: Food for Democracy.
Invitation to Learning 11:30–12:00 noon EACH SUNDAY (Series Resumes November 6)	This series invites listeners to read or re-re the world's great books discussed by Mar Van Doren and special guests.
Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY	CBS presents a series of broadcasts by chil experts and various celebrities to show parent that children are people, too.
Columbia's Country Journal 12:00–12:30 p.m. EACH SUNDAY	Charles Stookey, Columbia's director of agri cultural programs, presents a weekly round up of farm news, and interviews distinguishe agricultural authorities and leaders.
Highways to Health 4:15–4:30 p.m. EACH FRIDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talk on health for laymen.
Trailside Adventures 3:45–3:55 p.m. EACH FRIDAY	This series on wild life conservation featur "personal appearances" by the animal st of the Trailside Museum at Bear Mountain
Columbia's Lecture Hall 3:45–3:55 p.m. EACH MONDAY	Columbia's listeners hear lectures and discu sions on Latin American affairs by variou authorities in the field.

PROGRAM AND TIME	DESCRIPTION	
		EDUCATIONAL PROGRAMS
merica in Transition :45–3:55 p.m. ACH TUESDAY	This new series features interviews with artists, scientists and technologists.	
dventures in Science :45–3:55 p.m. ACH THURSDAY	Watson Davis interviews pominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.	
f Men and Books :00–3:30 p.m. ACH TUESDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.	
		CHILDREN'S PROGRAMS
et's Pretend :00–1:30 p.m. ACH SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.	
		PERSONALITIES
he Old Dirt-Dobber :30–10:00 a.m. ACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.	
utdoors with Bob Edge :30–6:45 p.m. ACH TUESDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.	
uan Arvizu 0:30–10:45 p.m. ONDAY, TUESDAY, WEDNESDAY, ND SATURDAY	Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores del Rio.	
el Allen on Football 1:00–11:15 p.m. ACH FRIDAY	Columbia's popular sports announcer reports the scores of Friday's games along with a last minute preview of Saturday's best contest.	

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air has completed its tenth consecutive year of Sunday morning and afternoon religious broadcasts. In October: OCTOBER 5: *Morning:* Rev. Dr. Edgar Franklin Romig, West End Collegiate Reformed Church, New York City. *Afternoon:* The Rt. Rev. Msgr. Thomas J. O'Donnell, National Director, Society of the Propagation of the Faith, New York City. OCTOBER 12: *Morning:* Episcopalian Service. *Afternoon:* Mr. Norman E. John, Former First Reader in a Christian Science Church. OCTOBER 19: *Morning:* Lutheran Service. *Afternoon:* Catholic Service. OCTOBER 26: *Morning:* Congregational Service. *Afternoon:* Jewish Service.
Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty voices. OCTOBER 5: Andrew J. Allison, Alumni Secretary of Fisk University, Nashville, Tenn. OCTOBER 12: Dr. Dorothy Ferebee, Cotton Field Clinic of Mississippi, Washington, D. C. OCTOBER 19: Dean Chester B. Emerson, Trinity Cathedral, Cleveland, Ohio. OCTOBER 26: To be announced.

PROGRAM AND TIME	DESCRIPTION
ws Broadcasts (WCBX) ws in English:)0–8:15a.m.,11:00–11:05a.m., 30–1:45 p.m., 5:30–5:45 p.m. ws in Italian: 00–12:15p.m., 3:00–3:15 p.m. ws in German: 0–1:15 p.m., 4:00–4:15 p.m. ws in Polish: 5–1:30 p.m., 5:15–5:30 p.m. ws in French: 0–2:15 p.m., 5:00–5:15 p.m. ILY INCLUDING SUNDAY ws in Serbo-Croatian: 5–4:30 p.m. LY EXCEPT SUNDAY	Each day, from early morning to evening, Columbia's international station, WCBX, directs a comprehensive schedule of news broadcasts to Europe. These are transmitted in six languages—English, French, German, Italian, Polish, and Serbo-Croatian. CBS has set up a large international news staff, separate from the network, to prepare the news. At hand are all the news services and facilities available to the network itself. Some of the WCBX European reporters include Beverly Thurman, editor of the French division; Field Horine, German editor; Mario Capelli, Italian editor; Edward Kulikowski, Polish editor, and Vaso Trivanovitch, Serbo-Croatian editor.
ollywood News in English 5–3:00 p.m. CH MONDAY	Columbia broadcasts the latest news of Hollywood once a week for the English audience in Europe.
ws Broadcasts (WCBX) ws in English: 0–6:45 p.m. ws in Spanish: 5–7:00 p.m., 10:00–10:05 p.m. ws in Portuguese: 5–7:30 p.m. ILY INCLUDING SUNDAY	Each evening, Columbia's international station, WCBX, directs its broadcasts to Latin America. News is transmitted in three languages—English, Spanish, and Portuguese. WCBX reporters include Roberto Unanue, Latin American news editor; Alberto Zalamea, Luiz Castaneda, Luis Correa, Luis Jatoba.
ter-American Program Spanish 0–8:15 p.m. NDAY, WEDNESDAY, FRIDAY	Three nights a week, Roberto Unanue reports news of the Americas in Spanish and interviews Latin American personalities.
ollywood News Spanish: 5–8:00 p.m. EACH MONDAY Portuguese: 5–8:00 p.m. EACH THURSDAY	Once each week, CBS presents the latest news of Hollywood. Luiz Castaneda is heard in Spanish and Luis Correa reports in Portuguese.
armen Castelo's Column 0–7:15 p.m. CH FRIDAY	Carmen Castelo reports the latest news and gossip along Broadway—of the theater, motion pictures, fashions and personalities.
ultural News in Spanish 0–9:15 p.m. CH FRIDAY	A digest of cultural news of special interest to Latin American listeners is broadcast each Friday by José Santos Quijano.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE
WCBX New York

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA
WCBX New York

ADDENDA: SEPTEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of September programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

SEPTEMBER 2: Burgess Meredith, Alice Marble, Radio News Analyst Tex McCrary, and Gene Tunney spoke in behalf of United Youth for Defense, 10:15–10:30 p.m.

SEPTEMBER 3: "Business Unity for National Defense" was the subject of talks by Albert W. Hawkes, President of the U. S. Chamber of Commerce, and Major Benjamin H. Namm, National Chairman of the Retailers' Defense Committee, 10:15–10:30 p.m.

SEPTEMBER 5: Senator Robert A. Taft, Republican from Ohio, spoke on National Unity in relation to the international situation. 7:30–8:00 p.m.

SEPTEMBER 6: John T. Jones, Director of Labor's Non-Partisan League and Legislative Representative for the C.I.O., discussed "The C.I.O. Tax Program", 10:15–10:30 p.m.

SEPTEMBER 9: Carl Sandburg spoke on the National situation in behalf of the Committee to Defend America, 10:15–10:30 p.m.

SEPTEMBER 11: Mrs. Preston Davie, vice-president of the American Women's Voluntary Services talked about "Women and the Defense Program", 4:30–4:45 p.m.

SEPTEMBER 12: The editor of Harper's Bazaar, Carmel Snow, discussed clothes for the defense wife and the defense worker in her talk on "New Times—New Women—New Clothes", 4:45–5:00 p.m.

SEPTEMBER 13: Secretary of Agriculture Claude Wickard spoke from Los Angeles on "The Job We Have to Do". The address was heard on Columbia Network Stations west of Chicago, 12:30–12:55 a.m.

SEPTEMBER 13: Governors Herbert H. Lehman of New York, Frank M. Dixon of Alabama, Harold E. Stassen of Minnesota, and Culbert L. Olson of California discussed the progress of the defense program in their states, under the sponsorship of the Council of State Governments, 10:15–10:45 p.m.

SEPTEMBER 14: Herbert Agar, editor of the Louisville Courier-Journal, spoke for the Fight for Freedom, 7:15–7:30 p.m.

SEPTEMBER 16: Herbert Hoover, former President of the United States, spoke from Chicago, 10:15–10:45 p.m.

SEPTEMBER 17: Senator Francis MacDermot of the Irish Parliament spoke about "Ireland and the War", 10:15–10:30 p.m.

SEPTEMBER 18: Dr. Basil C. MacLean, President-elect of the American Hospital Association spoke on "Hospitals and National Defense", 3:00–3:15 p.m.

SEPTEMBER 19: Former Congressman Samuel B. Pettengill spoke for the Committee for Constitutional Government on "Congress and Your Purse", 6:30–6:45 p.m.

SEPTEMBER 20: Isolationist Senator Gerald P. Nye, Republican of North Dakota, addressed the Steuben Society on the subject, "Loyalty and Unity", 10:15–10:30 p.m.

SEPTEMBER 21: Clark M. Eichelberger, Director of the Committee to Defend America, discussed "The Current National Emergency", 1:45–2:00 p.m.

SEPTEMBER 23: Premier Mitchell F. Hepburn of the Province of Ontario, Canada spoke from New York, 6:30–6:45 p.m.

SEPTEMBER 24: Senator Harold H. Burton, Republican from Ohio, broadcast a speech from Washington under the auspices of the Masonic Service Association of the U. S., 6:30–6:45 p.m.

SEPTEMBER 24: Pierce Butler, Jr., son of Former Supreme Court Justice Butler, spoke from Minneapolis under the auspices of the Fight for Freedom, 10:15–10:30 p.m.

SEPTEMBER 25: David Cushman Coyle, author of the book "America", talked about the "Battle of the Atlantic" under the auspices of the Committee to Defend America, 6:30–6:45 p.m.

SEPTEMBER 26: Former U. S. Ambassador to Belgium John Cudahy discussed the question, "Are We At War?", in a broadcast from Milwaukee, 7:45–8:00 p.m.

SEPTEMBER 29: Bartley Crum, San Francisco lawyer, spoke for the Fight for Freedom on individual states' responsibilities, 3:30–3:45 p.m.

SEPTEMBER 30: Professor Arthur H. Compton, Dean of Physical Sciences at the University of Chicago, spoke in connection with the University's fiftieth anniversary celebration on "Education and the New World", 10:15–10:30 p.m.

SEPTEMBER 30: Governor Harold Stassen of Minnesota spoke from Indianapolis in connection with Religious Education Week, in behalf of the International Council of Religious Education, 4:45–5:00 p.m.

SPECIAL EVENTS

SEPTEMBER 1: President Roosevelt broadcast his Labor Day message from the Franklin D. Roosevelt Memorial Library at Hyde Park, 1:45–2:00 p.m.

SEPTEMBER 1: Secretary of Labor Frances Perkins gave her ninth Labor Day address from Boston, 11:15–11:30 p.m.

SEPTEMBER 1: George Meany, Secretary-Treasurer of the American Federation of Labor spoke from a labor meeting at Uniondale, Long Island, 3:30–3:45 p.m.

SEPTEMBER 1: King Haakon of Norway, General de Gaulle of the Free French, and a group of rulers and leaders of the conquered Nations of Europe participated in a broadcast from London marking the Second Anniversary of World War II, 4:00–4:45 p.m.

SEPTEMBER 1–7: Ted Husing broadcast summaries and play-by-play description of the National Singles Tennis Matches from Forest Hills.

SEPTEMBER 5: Mrs. Franklin D. Roosevelt, Fiorello H. La Guardia, administrator of the Office of Civilian Defense, and Paul V. McNutt, Federal Security Administrator, discussed the specific duties of citizens in the civilian defense program, 8:30–8:55 p.m.

SEPTEMBER 6: King Peter II of Yugoslavia and Wendell Willkie participated in a trans-atlantic broadcast on the King's twenty-first birthday. King Peter was heard from London and Mr. Willkie from New York, 2:00–2:30 p.m.

SEPTEMBER 11: President Roosevelt broadcast his "Fireside Chat," reasserting the American concept of freedom of the seas, 10:00–10:30 p.m. A roundup of editorial comments on the speech was carried an hour later, 11:30–12:00 Mid.

SEPTEMBER 12: Maria Maximovitch, Russian-American Soprano, and David Smith, 16 year old pianist, gave a recital from the National Federation of Music Clubs Board Meeting in Cincinnati. 3:30–3:45 p.m.

SEPTEMBER 13: Ted Husing, assisted by Jimmy Dolan, brought Columbia listeners a description of The Beldame Handicap from Aqueduct Race Track, 4:45–5:00 p.m.

SEPTEMBER 13, 15, 18: Columbia carried three broadcasts from the American Legion Convention in Milwaukee. Speakers included National Commander Milo J. Warner, National Convention Corporation President Frank L. Greenya, and Mrs. Louis J. Lenstra, National President of the American Legion Auxiliary.

SEPTEMBER 15: The "battle" between the Second and Third Armies in Louisiana, which began on this date, was covered five days a week with on-the-spot broadcasts by John Charles Daly and Eric Sevareid. Mondays thru Fridays. 4:30–4:45 p.m.

SEPTEMBER 18: A description of the Defense Ball, sponsored by the New York City Federation of Women's Clubs, was broadcast from the Grand Ballroom of the Hotel Astor, 12:05–12:30 a.m.

SEPTEMBER 20: The New England Jubilee Chorus, under the direction of Homer Rhodeheaver, sang from the Eastern States Exposition Colosseum at West Springfield, Mass., 2:00–2:30 p.m.

SEPTEMBER 20: Brigadier General George Osborne, U. S. Army Morale Chief, and Judge William C. Hasty, Negro Civilian Aid to the Secretary of War, spoke at the opening exercises of a Negro week-end camp at Anacostia, near Washington, 4:00–4:30 p.m.

SEPTEMBER 20: Edward R. Murrow and other members of the CBS London news staff shortwaved a word-picture of London during the blackout called, "Around London". 4:30–5:00 p.m.

SEPTEMBER 21: Dr. Stephen S. Wise, Rabbi of the Free Synagogue in New York, read a Rosh Hashanah message from President Roosevelt during a High Holiday broadcast made in connection with the United Jewish Appeal for Refugees, Overseas Needs, and Palestine. 2:35–3:00 p.m.

SEPTEMBER 21: The dedication of the Screen Actors Guild Home was broadcast from Hollywood, with speeches by Jean Hersholt, Edward Arnold, Mary Pickford and others. 7:15–7:30 p.m.

SEPTEMBER 23: Ted Husing broadcast a description of the match race between Alsab and Requested from Belmont Park. 3:30–3:45 p.m.

SEPTEMBER 27: A play-by-play account of the Michigan-Michigan State football game by Ted Husing opened the 1941 football season for Columbia listeners. 2:45–5:30 p.m.

SEPTEMBER 28: General George C. Marshall, Chief of Staff of the Army, and Dr. David de Sola Pool, Rabbi of New York City's Spanish and Portuguese Synagogue participated in a Yom Kippur broadcast. 1:30–2:00 p.m.

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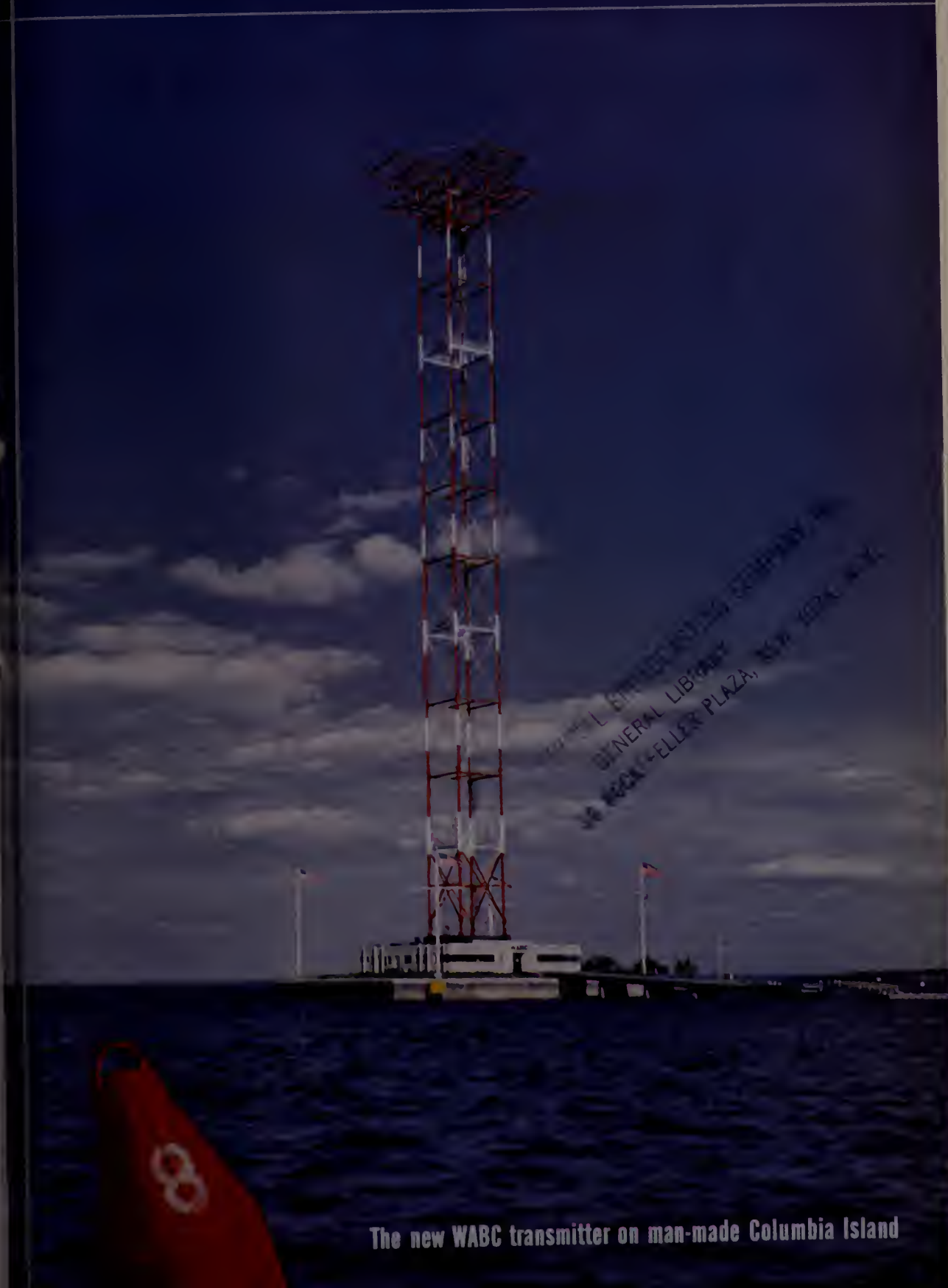

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
AFFILIATED PRODUCTS, INC. *(156th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics, Kolynos *Blackett-Sample-Hummert, Inc.*
AMERICAN OIL COMPANY *(171st Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon., Wed., Fri. 6:00–6:10 p.m. 54 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Ga *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(287th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Margaret Whiting, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 109 CBS stations ORIGINATES: WABC	Lucky Strike Cigarett *Lord & Thomas*
ANACIN COMPANY *(238th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR & CO. *(38th Week on CBS)* **Treat Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 50 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
ARMSTRONG CORK COMPANY *(4th Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 105 CBS stations ORIGINATES: WABC	Armstrong's Quaker Ro *Batten, Barton, Durs & Osborn, Inc.*
BAYER COMPANY *(318th Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
BOWEY'S, INC. *(127th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Compa*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CALIFORNIA FRUIT GROWERS EXCHANGE *(10th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 39 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPANA SALES COMPANY *(15th Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Friday 9:30–9:55 p.m. 53 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Campana Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
CAMPBELL SOUP COMPANY *(10th Week on CBS)* **Arkansas Traveler** starring Bob Burns	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 64 CBS stations ORIGINATES: KNX	Campbell's Soups *Ruthrauff & Ryan, Inc.*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 61 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
The Man I Married *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 57 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans Franco-American Macaroni and Spaghetti *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGEN
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(156th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 64 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, I*
CHRYSLER CORPORATION *(295th Week on CBS)* **Major Bowes' Original Amateur Hour**	Thursday 9:00–10:00 p.m. 84 CBS stations ORIGINATES: WABC	Plymouth, Dodge DeSoto, Chrysler *Ruthrauff & Ryan,*
COCA-COLA COMPANY *(115th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:00 p.m. 115 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertisin Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(303rd Week on CBS)* **Guy Lombardo and His Orchestra** Popular Music	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 72 CBS stations 30 CBC stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Palmolive Shave Crea Palmolive Brushless S *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products *Ted Bates, Inc.* Crystal White *Sherman & Marqu Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 79 CBS stations ORIGINATES: WABC	Concentrated Super S *Sherman & Marqu Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OLGATE-PALMOLIVE-PEET COMPANY *tinued* **Stepmother** *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:00–4:15 p.m.* 48 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Elmer Davis *News*	Tues. thru Sun. 8:55–9:00 p.m. 90 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
ONTINENTAL BAKING CO., INC. *6th Week on CBS)* **Maudie's Diary** with Mary Mason	Thursday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 mid.* 47 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake *Ted Bates, Inc.*
RTISS CANDY COMPANY *th Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 39 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
OUBLEMINT GUM *9th Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 72 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
ERSON DRUG COMPANY *8th Week on CBS)* **Vox Pop** with Parks and Wally *Quiz*	Monday 8:00–8:30 p.m. 68 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
VERSHARP, INC. *109th Week on CBS)* **Take It or Leave it** with Bob Hawk, MC; David Ross *Quiz*	Sunday 10:00–10:30 p.m. 73 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
FORD MOTOR COMPANY *(394th Week on CBS)* **Sunday Evening Hour** Ford Symphony Orchestra and Chorus, guest conductors and soloists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 59 CBS stations ORIGINATES: WJR	Ford motor cars, trucks and tractors Mercury Lincoln *McCann-Erickson, Inc.*
GENERAL FOODS CORPORATION *(336th Week on CBS)* **We, the People** with Eddie Dowling *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 68 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc.*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 90 CBS stations ORIGINATES: WABC	Grape Nuts, Grape Nuts Flakes *Young & Rubicam, Inc.*
William L. Shirer *News*	Sunday 5:45–6:00 p.m. 67 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc.*
Kate Smith Speaks; News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 79 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.* Diamond Crystal Salt *Benton & Bowles, Inc.*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *6:00–6:15 p.m.* 75 CBS stations ORIGINATES: WABC	La France Satina Postum *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast* *7:15–7:30 p.m.* 85 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 51 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *(188th Week on CBS)*		
Stories America Loves *Drama*	Mon. thru Fri. 9:45–10:00 a.m. *Rebroadcast* *11:45–12 noon* 39 CBS stations ORIGINATES: WARC	Wheaties *Knox Reeves Advertising, Inc.*
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Bisquick *Blackett-Sample-Hummert, Inc.*
GULF OIL CORPORATION *(103rd Week on CBS)*		
Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's orchestra, John Hiestand	Sunday 7:30–8:00 p.m. 80 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY *(114th Week on CBS)*		
Ginny Simms *Songs*	Friday 9:55–10:00 p.m. 53 CBS stations ORIGINATES: KNX	Kleenex *Lord & Thomas*
INTERNATIONAL SILVER COMPANY *(190th Week on CBS)*		
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars	Sunday 6:00–6:30 p.m. 56 CBS stations 32 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(114th Week on CBS)*		
Are You a Missing Heir? *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 71 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*
A Helping Hand *Drama*	Mon. thru Fri. 3:00–3:15 p.m. 4 CBS stations ORIGINATES: WABC	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
JOHNS-MANVILLE CORPORATION *(13th Week on CBS)* **Frazier Hunt** *News*	Mon. thru Fri. 6:10–6:15 p.m. 24 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(30th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Saturday 11:30–11:45 a.m. *Rebroadcast* *1:30–1:45 p.m.* 58 CBS stations Tuesday 6:15–6:30 p.m. 65 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, I*
LADY ESTHER, LTD. *(412th Week on CBS)* **Lady Esther Presents Orson Welles** *Variety*	Monday 10:00–10:30 p.m. 63 CBS stations ORIGINATES: KNX	Face Powder, Face Cr Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc*
LEVER BROTHERS COMPANY *(326th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 68 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Hollywood Premiere with Louella Parsons and guest stars *Drama*	Friday 10:00–10:30 p.m. 71 CBS stations ORIGINATES: KNX	Lifebuoy Health Soap *William Esty & Company, Inc.*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *9:30–10:00 p.m.* 72 CBS stations 31 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, I*
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. 59 CBS stations ORIGINATES: WABC	Lifebuoy Health Soap *William Esty & Company, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 24 CBS stations ORIGINATES: WABC	Silver Dust *Batten, Barton, Durs & Osborn, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
KVER BROTHERS COMPANY *ntinued*		
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 2:15–2:30 p.m.* 62 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
JGGETT & MYERS TOBACCO OMPANY *170th Week on CBS)*		
Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires	Tues., Wed., Thurs. 10:00–10:15 p.m. 99 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
HOMAS J. LIPTON, INC. *rd Week on CBS)*		
Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra	Sunday 8:00–8:30 p.m. *Rebroadcast 10:30–11:00 p.m.* 79 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 10 CBS stations ORIGINATES: WABC	Lipton's Tea and Lipton's Continental Soup Mix *Young & Rubicam, Inc.*
UXOR, LTD. *th Week on CBS)*		
Wayne King and His Orchestra *Music*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Products *Lord & Thomas*
AGAZINE REPEATING RAZOR OMPANY *22nd Week on CBS)*		
Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, Eddie Green, John Kirby's Band, guest stars	Thursday 8:30–8:55 p.m. *Rebroadcast 12 mid.–12:25 a.m.* 61 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
ACIFIC COAST BORAX CO. *17th Week on CBS)*		
Death Valley Days *Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast 12:30–1:00 a.m.* 58 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes *McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGEN
PET MILK SALES CORPORATION *(415th Week on CBS)*	Saturday 9:45–10:15 p.m. 55 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertisin Company*
Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus		
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 64 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(273rd Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 93 CBS stations ORIGINATES: WABC	Philip Morris Cigarett *The Biow Company,*
The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra *Dramas*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 68 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(366th Week on CBS)*	Mon. thru Fri. 5:00–5:15 p.m. 20 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles, I*
The Story of Mary Marlin *Serial drama*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 33 CBS stations	Duz *Compton Advertisin Inc.*
	7 CBS stations ORIGINATES: WABC	Dreft *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 34 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertisin Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 48 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertisin Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(Continued)*		
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 51 CBS stations 25 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(26th Week on CBS)*	Sunday 5:00–5:45 p.m. 59 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, Ross Graham, and a chorus of mixed voices		
R. J. REYNOLDS TOBACCO COMPANY *(43rd Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 80 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
Al Pearce and His Gang with Artie Auerbach, Andy Devine, Lou Bring's Orchestra and guests *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 99 CBS stations ORIGINATES: KNX	
SPEARMINT GUM *(88th Week on CBS)*	Sunday 6:55–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*		
Just Entertainment with Ben Bernie, the Bailey Sisters and Donald Saxon *Variety*	Mon. thru Fri. 5:45–6:00 p.m. 76 CBS stations ORIGINATES: WBBM	

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGEN
	E. R. SQUIBB & SONS *(69th Week on CBS)* **Golden Treasury of Song** starring Frank Parker *Music and poetry*	Mon., Wed., Fri. 6:30–6:45 p.m. 49 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
	TEXAS COMPANY *(231st Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 85 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
	U. S. TOBACCO COMPANY *(335th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 62 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacc *Arthur Kudner, Inc.*
	VICK CHEMICAL COMPANY *(111th Week on CBS)* **News For Women** with Andre Baruch	Mon. thru Fri. 3:15–3:30 p.m. 5 CBS stations ORIGINATES: WABC	Vicks VapoRub Vicks Va-tro-nol *Morse International, Inc.*
COLUMBIA NEW ENGLAND NETWORK	**ATLANTIC REFINING COMPANY** *(134th Week on CBS)* **Football Games** *Play-by-play descriptions*	Saturday 1:45–4:30 p.m. ORIGINATES: VARIOUS POINTS	Atlantic White Flash Plus Gas, Motor Oil and Lubrication *N. W. Ayer & Son, I*
COLUMBIA PACIFIC NETWORK	**ALBERS BROTHERS MILLING CO.** *(30th Week on CBS)* **Whodunit** *Audience participation*	Thursday 7:30–8:00 p.m. PST ORIGINATES: KNX	Albers Flapjack Flour *Lord & Thomas*
	AMERICAN CHICLE COMPANY *(34th Week on CBS)* **By the Way** with Bill Henry	Tuesday 7:15–8:00 p.m. PST Thursday 7:15–7:30 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BATHASWEET CORPORATION *(108th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
COLONIAL DAMES, INC. *(99th Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 9:55–10:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
GENERAL FOODS CORPORATION *(136th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PST ORIGINATES: KNX	Walter Baker's Chocolate and Cocoa *Benton & Bowles, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(14th Week on CBS)* **I Was There** *News dramatizations* **Pigskin Preview** with Sam Hayes	Sunday 8:30–9:00 p.m. PST ORIGINATES: KNX Wednesday 6:15–6:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(96th Week on CBS)* **Hollywood Showcase**	Monday 9:30–10:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
LOS ANGELES SOAP COMPANY *(109th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
LUDEN'S, INC. *(64th Week on CBS)* **Dave Lane** *Songs*	Tuesday 9:55–10:00 p.m. PST Thursday 9:25–9:30 p.m. PST ORIGINATES: KNX	Menthol Cough Drops *J. M. Mathes, Inc.*
MACFADDEN PUBLICATIONS, INC. *(289th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Liberty Magazine *Erwin Wasey & Co.*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	**NESTLE'S MILK PRODUCTS, INC.** *(6th Week on CBS)* **Bob Garred Reporting** *News* **William Winter** *News analyst*	Tuesday 5:45–5:55 p.m. PST ORIGINATES: KNX Saturday 7:45–8:00 a.m. PST ORIGINATES: KSFO	Alpine Coffee *Leon Livingstone Advertising Agency*
	PETER PAUL, INC. *(68th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
	PLANTERS NUT AND CHOCOLATE COMPANY *(56th Week on CBS)* **What's On Your Mind?**	Friday 6:00–6:30 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan*
	SMITH BROTHERS *(76th Week on CBS)* **Knox Manning** *News*	Mon., Wed., Sat. 8:55–9:00 p.m. PST Sunday 8:25–8:30 p.m. PST ORIGINATES: KNX	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
COLUMBIA CALIFORNIA NETWORK	**BEKINS VAN AND STORAGE CO.** *(5th Week on CBS)* **Bill Henry** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PST ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	BREAKFAST CLUB COFFEE, INC. *(43rd Week on CBS)* **Voice of Friendship** with Rita Murray	Tues., Thurs. 8:00–8:15 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*
	SEASIDE OIL COMPANY *(29th Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 5:30–5:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline Silverol Motor Oil *The McCarty Company*
	UNION OIL COMPANY *(48th Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PST ORIGINATES: KNX	Gas and Oil *Lord & Thomas*
WABC SPONSORED PROGRAMS	**AMERICAN CHICLE COMPANY*** *(61st Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*

*In addition to number of weeks in which the client has used CBS Network facilities.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
.C. REMEDY COMPANY *(8 Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	B.C. *Charles W. Hoyt & Co., Inc.*
OOK HOUSE FOR CHILDREN *(2nd Week on WABC)* **Woman's Page of The Air** with Adelaide Hawley *Participations*	Friday 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
ULOVA WATCH COMPANY *(8th Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
HESEBROUGH MANUFACTURING OMPANY, CONSOLIDATED* *(7th Week on WABC)* **The World Today**	Mon., Tues., Thurs. 6:45–7:00 p.m.	Vaseline Preparations *McCann-Erickson, Inc.*
REZMA, INC. *(2nd Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues., Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Blaine-Thompson Co., Inc.*
RIFFIN MANUFACTURING CO., NC.* *(7th Week on WABC)* **Arthur Godfrey** *Participations*	Tues., Thurs., Sat. 7:00–7:30 a.m.	Shoe Polish, Whitener, and Dressing *Bermingham, Castleman, and Pierce, Inc.*
HOVE LABORATORIES, INC. *(20th Week on WABC)* **Odd Side of the News**	Mon., Wed., Fri. 8:25–8:30 a.m.	Bromo-Quinine Cold Tablets *J. Walter Thompson Co., Inc.*
ARUG BAKING COMPANY *(37th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. thru Fri. 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
AHN AND FINK PRODUCTS CORP.* *(48th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Fri. 7:00–7:30 a.m.	Hind's Honey and Almond Cream *William Esty & Co., Inc.*

*In addition to number of weeks in which the client has used CBS Network facilities.

WABC SPONSORED PROGRAMS
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGEN
P. LORILLARD COMPANY* *(16th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Old Gold Cigarettes *J. Walter Thompso Co., Inc.*
LUDEN'S, INC. *(22nd Week on WABC)* **The World Today**	Saturday 6:45–7:00 p.m.	"Luden's Menthol" Cough Drops *J. M. Mathes, Inc.*
MARYLAND PHARMACEUTICAL CO. *(30th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues., Thurs., Sat. 8:45–9:00 a.m.	Rem and Rel *The Joseph Katz C*
MELVILLE SHOE COMPANY *(154th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
JOHN MORRELL AND COMPANY *(11th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Tues., Thurs., Sat. 8:30–8:45 a.m.	E-Z Cut Ham *Henri, Hurst and McDonald, Inc.*
NEW YORK STATE BUREAU OF MILK PUBLICITY *(33rd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. and Wed. 8:45–9:00 a.m.	Milk and Milk Produ *J. M. Mathes, Inc.*
NORTH AMERICAN ACCIDENT INSURANCE COMPANY *(1st Week on WABC)* **Early Morning News**	Mon., Wed., Fri. 6:55–7:00 a.m.	Accident Policies *Franklin Bruck Advertising Corpor*
NOXZEMA CHEMICAL CO., INC.* *(25th Week on WABC)* **Battle of the Boroughs** *Quiz*	Saturday 9:45–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan, I*

** In addition to number of weeks in which the client has used CBS Network facilities*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
O'SULLIVAN RUBBER COMPANY *(11th Week on WABC)* **Arthur Godfrey** *Participations*	Mon., Wed., Fri. 7:00–7:30 a.m.	O'Sullivan Rubber Heels *Bermingham, Castleman and Pierce, Inc.*
PEPSI-COLA COMPANY* *(6th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
PETER PAUL COMPANY* *(6th Week on WABC)* **News** with John Reed King	Tues., Thurs. 6:00–6:10 p.m.	Mounds Ten Crown Charcoal Gum *Platt-Forbes, Inc.*
QUAKER OATS COMPANY* *(6th Week on WABC)* **The Aunt Jemima Program**	Mon. thru Sat. 8:15–8:20 a.m.	Aunt Jemima Pancake Flour *Sherman K. Ellis & Co., Inc.*
SELECT THEATRES CORP. *(10th Week on WABC)* **Announcement**	Mon., Wed., Fri. 11:58:50 p.m.– 12 mid.	"Hellzapoppin" *Blaine-Thompson Co., Inc.*
SMITH BROTHERS* *(14th Week on WABC)* **Arthur Godfrey** **Afternoon News**	Mon., Wed., Fri. 7:30–7:45 a.m. Mon., Wed., Fri. 3:55–4:00 p.m.	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
SOCONY-VACUUM OIL CO., INC.* *(13th Week on WABC)* **News** with Mark Hawley	Mon. thru Sat. 10:45–11:00 p.m.	Gasoline Oil and Specialties *J. Stirling Getchell, Inc.*
WASTE PAPER CONSUMING INDUSTRIES *(9th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 6:30–6:55 a.m.	Paper Conservation *Olian Advertising Co.*
WILSON AND COMPANY *(8th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Ideal Dog Food *U. S. Advertising Corp.*

*In addition to number of weeks in which the client has used CBS Network facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 20*
2. DRAMATIC SERIES . . . . . *Page 21*
3. NATIONAL DEFENSE . . . . . *Page 21*
4. LIGHT ENTERTAINMENT . . . . . *Page 22*
5. SERIOUS MUSIC . . . . . *Page 23*
6. EDUCATIONAL PROGRAMS . . . . . *Page 24*
7. CHILDREN'S PROGRAMS . . . . . *Page 26*
8. PERSONALITIES . . . . . *Page 26*
9. RELIGIOUS BROADCASTS . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: OCTOBER PROGRAMS . . . . . *Page 29*

ews Summaries, Analyses d Broadcasts from Europe

HEDULED PERIODS

ONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Bob Trout and Charles Collingwood from London; Howard K. Smith from Berlin; Dennis McEvoy and Larry Lesueur from Russia; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown from Singapore; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Edward R. Murrow, Linton Wells, Major G. F. Eliot, William L. Shirer and Harry W. Flannery from New York; Albert Warner, Eric Sevareid, John Charles Daly from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 2:30–3:00 p.m., SUNDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 4:45 p.m., MONDAY THRU FRIDAY; 6:00 p.m., SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., MONDAY; 6:30–6:45 p.m., SATURDAY; Albert Warner, 6:00–6:10 p.m., TUESDAY AND THURSDAY; William L. Shirer, 6:15–6:30 p.m., THURSDAY.

(See also sponsored news programs.)

Headlines and Bylines

11:00–11:15 p.m.

ACH SUNDAY

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe. Albert Warner describes the Washington scene, and Warren Sweeney reviews the week's news.

	PROGRAM AND TIME	DESCRIPTI
DRAMATIC SERIES	**Columbia Workshop** 8:00–8:30 p.m. to the West 10:30–11:00 p.m. to the East EACH SUNDAY	The Columbia Workshop remains the fore program on the air devoted to experimen broadcasting. The "26 by Corwin" series with the November 9 broadcast. Then Da son Taylor resumes as producer. NOVEMBER 9: "Psalm for a Dark Year" NOVEMBER 16: "Soundtrack of the Life of Careful Man", by E. and E. Spitzer. NOVEMBER 23: "The Fish on the Bathro Floor", by Thomas Collins.
	Jones and I 10:30–11:00 a.m. EACH SATURDAY	Here is a light and refreshing new addition Columbia's Saturday morning dramatic sche ule. The story revolves around the doings of young couple, after the girl proposes marria Scott Farnworth doubles as author and leading lead for the series. Stuart Buchanan dire
NATIONAL DEFENSE	**Report to the Nation** 9:30–10:00 p.m. EACH TUESDAY	This informal, factual series brings the A ican people a report each week on the in workings of their government. Each progr describes the government's operation in problem or event rich in public interest. The series is produced by Brewster Morgan.
	Spirit of '41 2:00–2:30 p.m. EACH SUNDAY	Broadcast in the interest of national defe this new series singles out each week a unit the Army, Navy or Marines, and, in dramatic form, traces its history and developme Brewster Morgan directs the program which is written by Willis Cooper. The narrator Burgess Meredith.
	Calling Pan-America 6:00–6:30 p.m. EACH SATURDAY	The Columbia Broadcasting System takes another step toward bringing the Americas close together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.
	The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.

PROGRAM AND TIME	DESCRIPTION
inee at Meadowbrook -5:55 p.m. CH SATURDAY	An hour jamboree of dance music for "young-minded" Columbia listeners, featuring the orchestras of Jimmy Dorsey and Artie Shaw during November.
l Ives Coffee Club 00–10:30 a.m. CH SATURDAY	Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Juan Arvizu, Walter Gross, Genevieve Rowe and the Golden Gate Quartet.
fro Valley Folks 0–3:45 p.m. DAY THRU FRIDAY	Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.
is Is The Life 0–2:00 p.m. H SUNDAY	John Reed King traverses the centuries in the halls of the American Museum of Natural History. Experts from the museum's Department of Anthropology supply the facts and material, on which the programs are based.
y Thompson and Co. 05–11:30 a.m. H SATURDAY	This series presents Miss Thompson in a many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs the program.
ng Along 0–4:45 p.m. NDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.
olden Gate Quartet, **ur Clubmen, Symphonettes** RIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.
nce Orchestra RIOUS HOURS NDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for November: Blue Barron — Guy Lombardo Bob Chester — Vaughn Monroe Tommy Dorsey — Will Osborne Harry James — Teddy Powell Isham Jones — Claude Thornhill Tommy Tucker

PROGRAM AND TIME	DESCRIPTI
New York Philharmonic-Symphony Orchestra 3:00–4:30 p.m. EACH SUNDAY	The New York Philharmonic-Symphony O chestra, broadcasting for the twelfth con tive year on CBS, is celebrating its centen season. During November, John Barbirolli w be the conductor. Deems Taylor acts as int mission commentator.
Library of Congress Concerts 11:05 a.m.–12:00 noon EACH SUNDAY (Series ends after November 9)	Beethoven's sixteen quartets as well as "Grand Fugue" will be included in this se by the world famous Budapest String Quar Josef Roismann and Alexander Schneid violins; Boris Kroyt, viola; and Misch Schneider, 'cello, comprise the quartet. All concerts originate in the Library of Congr and are given under the auspices of the G trude Clarke Whittall Foundation.
From Columbia's Concert Hall 4:00–4:30 p.m. MONDAY THRU FRIDAY	This is an unusual series of programs, bracing great symphonic, operatic, vocal chamber music works. It includes seldom-pe formed American works, orchestral and voca excerpts from great operas, little-known c certi, and music and songs for small ensem bles. The participating groups of artists vary. MONDAYS: "Stars in the Orchestra", devo to concerti and shorter solo works played b individual members of the Columbia Con Orchestra, under Howard Barlow's directi TUESDAYS: "Milestones in American Mus comprising historic American composition performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester. WEDNESDAYS: "Songs of the Centuries", with songs of the masters sung by vocal soloists Howard Barlow will conduct. THURSDAYS: The Cincinnati Conservatory of Music presents orchestral and chamber music ensembles with occasional choruses and vocal ists. FRIDAYS: "The Lyric Stage", with Howard Bar low directing orchestral excerpts from operas and ballets. Occasional soloists will be heard.

PROGRAM AND TIME	DESCRIPTION	
lumbia's American sic Festival 30-8:00 p.m. LH SATURDAY	Howard Barlow and the Columbia Concert Orchestra play new scores by contemporary American composers.	**SERIOUS MUSIC**
ra Brodsky 15-11:30 a.m. CH SUNDAY ries starts November 16)	This well known concert pianist returns to Columbia, playing the great piano works of the nineteenth and twentieth centuries.	
om the Organ Loft 15-9:45 a.m. CH SUNDAY	Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.	
BS ADULT DUCATION BOARD	"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman — HENRY R. LUCE STRINGFELLOW BARR — SPENCER MILLER, JR. WILLIAM BENTON — RUTH BRYAN ROHDE HARRY WOODBURN CHASE — THOMAS V. SMITH ROBERT I. GANNON, S.J. — WILLIAM ALLEN WHITE ALVIN S. JOHNSON — RAY LYMAN WILBUR JOSEPH H. WILLITS	**EDUCATIONAL PROGRAMS**
School of the Air of the Americas 15-9:45 a.m. (Eastern Time Zone) 30-2:55 p.m. (Central Time Zone) 30-10:00 a.m. (Mountain Time Zone) 30-2:00 p.m. (Pacific Time Zone) ONDAY THRU FRIDAY	The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its thirteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series. MONDAYS—*Americans at Work* NOVEMBER 3: Soldiers. NOVEMBER 10: Roadbuilders. NOVEMBER 17: Chemical Engineers. NOVEMBER 24: Food Scientists. TUESDAYS—*Music of the Americas* NOVEMBER 4: Music Under Ground. NOVEMBER 11: The Rivermen and Sailors. NOVEMBER 18: Music of the Woodsmen. NOVEMBER 25: The Planters.	

PROGRAM AND TIME	DESCRIPTION
School of the Air of the Americas *Continued*	WEDNESDAYS—*New Horizons: Lands of New World Neighbors* NOVEMBER 5: Island of Romantic History. NOVEMBER 12: Stronghold of the Buccaneers. NOVEMBER 19: Where East Meets West. NOVEMBER 26: Land of the Conquistadores. THURSDAYS—*Tales from Far and Near* NOVEMBER 6: Bat. NOVEMBER 13: The Gaucho's Daughter. NOVEMBER 27: Blue Willow. FRIDAYS—*This Living World* NOVEMBER 7: Health. NOVEMBER 14: Housing in Defense. NOVEMBER 28: Man Power.
Invitation to Learning 11:30–12:00 noon EACH SUNDAY (Series Resumes November 16)	This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.
Columbia's Country Journal 12:00–12:30 p.m. EACH SUNDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round up of farm news, and interviews distinguished agricultural authorities and leaders.
Spotlight on Asia 3:45–3:55 p.m. EACH MONDAY	The aim of this series is to familiarize Americans with Far Eastern conditions. It is presented in cooperation with the American Council of the Institute of Pacific Relations.
What Freedom Means 3:45–3:55 p.m. EACH TUESDAY	Distinguished leaders in public life appear on this program and discuss the questions which are currently affecting the freedom of America and the World.
Highways to Health 3:45–3:55 p.m. EACH WEDNESDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.

PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS	
Adventures in Science [illegible]–3:55 p.m. [illegible]H THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
Americans Map the Skies [illegible]–3:55 p.m. [illegible] FRIDAY	Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, traces the development of research by American astronomers in this new series on popular astronomy.
[illegible] Men and Books [illegible]00–3:30 p.m. [illegible]H TUESDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.
CHILDREN'S PROGRAMS	
Let's Pretend [illegible]00–1:30 p.m. [illegible]H SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors. "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.
PERSONALITIES	
The Old Dirt-Dobber [illegible]30–10:00 a.m. [illegible]CH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.
Outdoors with Bob Edge [illegible]30–6:45 p.m. [illegible]CH TUESDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.
Juan Arvizu 10:30–10:45 p.m. MONDAY, TUESDAY, WEDNESDAY, AND SATURDAY	Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores del Rio.
Mel Allen on Football 11:00–11:15 p.m. EACH FRIDAY	Columbia's popular sports announcer reports the scores of Friday's games along with a last minute preview of Saturday's best contest.

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air has completed its te[illegible] consecutive year of Sunday morning and afte[illegible] noon religious broadcasts. In November: NOVEMBER 2: *Morning:* Dr. Howard St[illegible] Anderson, First Congregational Church, W[illegible] ington, D. C. *Afternoon:* Mr. Henry D. Moyle, Chairm[illegible] General Welfare Committee, Church of J[illegible] Christ of Latter Day Saints, Salt Lake City. NOVEMBER 9: *Morning:* Rt. Rev. Henry [illegible] George Tucker, D.D., Presiding Bishop of t[illegible] Episcopal Church, New York, N. Y. *Afternoon:* Catholic Service. NOVEMBER 16: *Morning:* His Excellency, T[illegible] Most Reverend John F. O'Hara, C.S.C., D.D. Military Delegate, New York, N. Y. *Afternoon:* Chaplain George F. Rixey, Off[illegible] Chief of Chaplains, War Dept., Washington. NOVEMBER 23: *Morning:* Dr. Theodore [illegible] Adams, First Baptist Church, Richmond, V[illegible] *Afternoon:* Chaplain Aryeh Lev, Office, Chi[illegible] of Chaplains, War Department, Washington. NOVEMBER 30: *Morning:* Lutheran Service. *Afternoon:* Chaplain James H. O'Neill, Chap[illegible] lain First Corps Area, Boston, Massachusett[illegible]
Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spiritu[illegible] is presented by outstanding Negro leaders a[illegible] educators and a choir of thirty voices. NOVEMBER 2: Ira DeA. Reid, Consultant [illegible] Charge of Minority Groups, Bureau of E[illegible] ployment Security, Washington, D. C. NOVEMBER 9: Lt. Samuel J. Battle, Par[illegible] Commissioner, New York City. NOVEMBER 16: Dr. Eugene R. Kellersber[illegible] F.R.G.S., Medical Missionary in Belgian Co[illegible] go and General Secretary of American Missi[illegible] of Lepers. NOVEMBER 23: To be announced. NOVEMBER 30: Mrs. A. M. P. Strong, Pre[illegible] dent of the National Congress of Colore[illegible] Parents and Teachers, Marianna, Arkansa[illegible]

PROGRAM AND TIME	DESCRIPTION
ews Broadcasts (WCBX) ws in English: .00–8:15a.m., 11:00–11:05a.m., .30–1:45 p.m., 5:30–5:45 p.m. ews in Italian: :00–12:15p.m., 3:00–3:15p.m. ews in German: :00–1:15 p.m., 4:00–4:15 p.m. ews in Polish: :15–1:30 p.m., 5:15–5:30 p.m. ews in French: :00–2:15 p.m., 5:00–5:15 p.m. AILY INCLUDING SUNDAY ews in Serbo-Croatian: :15–1:30 p.m. AILY EXCEPT SUNDAY	Each day, from early morning to evening, Columbia's international station, WCBX, directs a comprehensive schedule of news broadcasts to Europe. These are transmitted in six languages—English, French, German, Italian, Polish, and Serbo-Croatian. CBS has set up a large international news staff, separate from the network, to prepare the news. At hand are all the news services and facilities available to the network itself. Some of the WCBX European reporters include Beverly Thurman, editor of the French division; Field Horine, German editor; Mario Capelli, Italian editor; Edward Kulikowski, Polish editor, and Vaso Trivanovitch, Serbo-Croatian editor.
Hollywood News in English 2:45–3:00 p.m. ACH MONDAY	Columbia broadcasts the latest news of Hollywood once a week for the English speaking audience in Europe.
ews Broadcasts (WCBX) News in English: :30–6:45 p.m. News in Spanish: :45–7:00 p.m., 10:00–10:15 p.m. News in Portuguese: 7:15–7:30 p.m. AILY INCLUDING SUNDAY	Each evening, Columbia's international station, WCBX, directs its broadcasts to Latin America. News is transmitted in three languages—English, Spanish, and Portuguese. WCBX reporters include Roberto Unanue, Latin American news editor; Alberto Zalamea, Luiz Castaneda, Luis Correa, Luis Jatoba.
Hollywood News In Spanish: 7:45–8:00 p.m. EACH MONDAY In Portuguese: 7:45–8:00 p.m. EACH THURSDAY	Once each week, CBS presents the latest news of Hollywood. Luiz Castaneda is heard in Spanish and Luis Correa reports in Portuguese.
Carmen Castelo's Column 7:00–7:15 p.m. EACH FRIDAY	Carmen Castelo reports the latest news and gossip along Broadway—of the theater, motion pictures, fashions and personalities.
Cultural News in Spanish 9:00–9:15 p.m. ACH FRIDAY	A digest of cultural news of special interest to Latin American listeners is broadcast each Friday by José Santos Quijano.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE
WCBX New York

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA
WCBX New York

ADDENDA: OCTOBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of October programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

OCTOBER 1: Michael Joseph Tierney, assistant director of the New York State Employment Service explained the need of American recruits for Britain's Civilian Technical Corps, 3:20–3:30 p.m.

OCTOBER 1: Mrs. Eleanor Roosevelt and six student leaders held a round-table discussion on the subject, "What Students Can Do In Connection With Defense." The program was under the auspices of the International Student Service, 4:00–4:30 p.m.

OCTOBER 1: Assistant Attorney General Thurman Arnold spoke on "Anti-Trust and Defense," 10:15–10:30 p.m.

OCTOBER 2: Sir Norman Birkett, English representative at the American Bar Association's annual convention spoke about "The Ties That Bind," 4:45–5:00 p.m.

OCTOBER 4: "Monopoly and Propaganda in the Movie Industry" was discussed by Senator D. Worth Clark, Idaho Democrat, 10:15–10:30 p.m.

OCTOBER 4: William John Brown, former M.P. and Secretary of the Civil Service Clerical Ass'n of Great Britain, explained that "History Is Not Bunk," 11:00–11:15 p.m.

OCTOBER 6: From the Boston Conference on Distribution, Cornelius Vanderbilt Whitney, president of the American Arbitration Ass'n and chairman of the Board of Pan-American Airways, spoke on "Your Part In Our National Emergency," 3:15–3:30 p.m.

OCTOBER 7: Undersecretary of State Sumner Welles read a message from President Roosevelt at the National Foreign Trade Council Convention, 10:15–10:45 p.m.

OCTOBER 8: Dr. Robert L. Swain, editor of "Drug Topics," discussed "The Significance of Advertising to Consumer Spending," 3:15–3:30 p.m.

OCTOBER 8: Rear Admiral Richard E. Byrd urged his listeners to "Keep America's Record Straight," 10:15–10:30 p.m.

OCTOBER 8: President William L. Green spoke from the A. F. of L.'s national convention at Seattle, 10:30–10:45 p.m.

OCTOBER 9: Allen Haywood, director of organization for the C.I.O., discussed "Wages and Inflation," 10:15–10:30 p.m.

OCTOBER 10: China's Ambassador to the United States, Hu Shih, made an address on the thirtieth anniversary of the Chinese Republic, 3:15–3:30 p.m.

OCTOBER 10: Henry J. Allen, chairman of the British Child Aid program of the Save-The-Children Federation, spoke on "The New Crisis in British Child Life," 10:30–10:45 p.m.

OCTOBER 10: Floyd Odlum, Director of Defense Contracts Distribution, expounded the theory that "Small Industry Can Win The War," 10:45–11:00 p.m.

OCTOBER 11: Representative George H. Bender, Republican of Ohio, discussed bills then before the House, 10:15–10:30 p.m.

OCTOBER 12: Oswald Garrison Villard, former editor of "The Nation" and honorary chairman of the Keep America Out of War Congress, urged that we "Enforce the Neutrality Law," 7:15–7:30 p.m.

OCTOBER 13: "The Role of Youth in National Defense" keynoted talks by Robert F. Wagner, Jr., New York Assemblyman; Martha Scott, movie actress; Alfred M. Lillienthal, executive secretary of United Youth for Defense; and Maurice Dreicer, radio advisor of that organization, 3:30–3:45 p.m.

OCTOBER 14: Walter D. Fuller, president of the National Association of Manufacturers, and Edwin C. Hill analyzed the effect of price changes on the average income, when they discussed "John Public's Pocketbook," 10:15–10:30 p.m.

OCTOBER 15: Sir Shanmukham Chetty, who is in charge of India's defense purchasing, talked about "The Y. M. C. A. and Internationalism," 4:30–4:45 p.m.

OCTOBER 15: Secretary of Agriculture Claude Wickard outlined a 1942 farm defense program in his speech on "Food for Freedom," 10:15–10:30 p.m.

OCTOBER 16: Melvin D. Hildreth talked on the current international situation under the auspices of the Committee to Defend America, 6:30–6:45 p.m.

OCTOBER 17: Representative Luther Patrick, Alabama Democrat, spoke for the Committee to Defend America, 6:15–6:30 p.m.

OCTOBER 17: Sir Earle Page, former Australian Prime Minister and special Australian Minister to London on affairs of State, spoke on the "General Australian War Effort," 10:30–10:45 p.m.

OCTOBER 19: Clark M. Eichelberger, Director, Committee to Defend America, gave a "Report on London," 7:15–7:30 p.m.

OCTOBER 20: Dr. Thomas Parran, Jr., Surgeon-General and Chief of the U. S. Public Health Service delivered the principal address at a luncheon to open Better Parenthood Week, 3:30–3:45 p.m.

OCTOBER 21: Lt. Col. Heber H. Rice, Representative A. J. May and Francis P. Brassor explained "How the Bar Association Helps Lawyer-Selectees," 10:15–10:30 p.m.

OCTOBER 22: Dr. Ralph Irving Lloyd, president-elect of the American Academy of Ophthalmology and Otolaryngology was heard from Chicago, 3:30–3:45 p.m.

OCTOBER 22: Representative Hamilton Fish, New York Republican, demanded "No Undeclared War," 10:15–10:30 p.m.

OCTOBER 24: Dr. B. V. Christensen, Dean of the College of Pharmacy of Ohio State University, talked in connection with National Pharmacy Week, 3:15–3:30 p.m.

OCTOBER 25: Representative Raymond S. Springer, Indiana Republican, discussed "Our National Defense," 10:15–10:30 p.m.

OCTOBER 26: Donald Nelson, executive director of SPAB, and Gov. Leverett Saltonstall of Massachusetts spoke for the Council of State Governments on "National Defense Back Home," 7:15–7:30 p.m.

OCTOBER 27: Fiorello H. La Guardia, Mayor of New York and Director of Civilian Defense, talked in connection with "Americans All Week," 3:15–3:30 p.m.

OCTOBER 29: "Price Control Legislation" was discussed by Representative Jerry Voorhis, California Democrat, 10:15–10:30 p.m.

SPECIAL EVENTS

OCTOBER 2: A broadcast in connection with the drive for assistant Red Cross Nurses was heard from Washington, 3:15–3:30 p.m.

OCTOBER 2: George Jessel, Juan Arvizu, Mischa Borr, Jane Froman, Bea Wain, and Alfredo Medina participated in a Bundles for Britain broadcast, 10:15–10:45 p.m.

OCTOBER 3: A portion of Lt. Gen. Hugh A. Drum's address to his officers on the eve of the First Army's war games was heard, 4:00–4:15 p.m.

OCTOBER 3: President Roosevelt and Wendell L. Willkie made their first joint broadcast, when they opened a community fund drive throughout the United States and Canada, under the sponsorship of the "Community Mobilization for Human Needs," 10:30–11:00 p.m.

OCTOBER 4: Ted Husing covered the Fordham-Southern Methodist football game from New York City, 1:45–4:30 p.m.

OCTOBER 5: An on-the-spot description of the hurricane which swept the Gulf coast was carried from Miami, 12:50–12:55 a.m.

OCTOBER 5: Ambassador Najera of Mexico; L. W. Bookington, eminent Canadian attorney and former chairman of the board of governors of the C. B. C.; and A. A. Berle, Jr., Assistant U. S. Secretary of State participated in a broadcast prelude to the following day's opening of the "School of the Air of the Americas," 4:00–4:15 p.m.

OCTOBER 7: Gene Autry interviewed some of the rodeo stars, who were appearing at Madison Square Garden, 4:30–4:45 p.m.

OCTOBER 9: Robert Riskin, playwright and movie scenarist, told of the war's effect on England's "little people", 3:15–3:30 p.m.

OCTOBER 11: Queen Wilhelmina of the Netherlands received an honorary degree as a highlight of Rutgers University's 175th anniversary. President Robert C. Clothier spoke from Rutgers and the exiled Queen spoke from London, 11:45 a.m.–12 noon.

OCTOBER 11: The Colgate-Dartmouth football game was described from Hanover, New Hampshire by Ted Husing, 1:45–4:30 p.m. In addition, the Illinois-Minnesota game was carried from Minneapolis, 4:30–5:30 p.m.

OCTOBER 17: Spencer Williams, Jr., former CBS correspondent at Moscow, described the military situation of the Russian capital, 11:15–11:30 p.m.

OCTOBER 18: Ted Husing covered the Navy-Cornell football game from Baltimore, 1:45–4:30 p.m. The Pittsburgh-Minnesota game was carried, 4:30–5:30 p.m.

OCTOBER 18: Mayor Fiorello H. La Guardia, Kate Smith, Ed Gardner, Howard Barlow, Andre Kostelanetz, Bob Ripley, and Ted Husing in New York; Bob Burns, Louella Parsons and Roger Pryor, in Hollywood; and Alexander Woollcott in London, all helped celebrate the inauguration of WABC's new Columbia Island transmitter, 10:15–11 p.m.

OCTOBER 18: An R.A.F. band, called the "Squadronnaires," presented a concert of war-time English music via short-wave from London, 11:30 p.m.–12 midnight.

OCTOBER 25: The Michigan-Minnesota football game at Ann Arbor, Michigan was described by Ted Husing, 1:45–4:30 p.m. An additional game, Nebraska vs. Missouri, was heard from St. Louis, 4:30–5:30 p.m.

OCTOBER 26: Edmund Gwenn, Gracie Fields, Dinah Shore, Martha Scott and Count Basie's orchestra appeared on a Russian War Relief program, 1:30–2:00 p.m.

OCTOBER 27: President Roosevelt's Navy Day address from the Navy League dinner in Washington was heard, 10:00–10:30 p.m.

OCTOBER 30: A Defense Shipbuilding Day program with Senator Wallace, H. White, Jr. and others was broadcast from Portland, Maine, 3:15–3:30 p.m.

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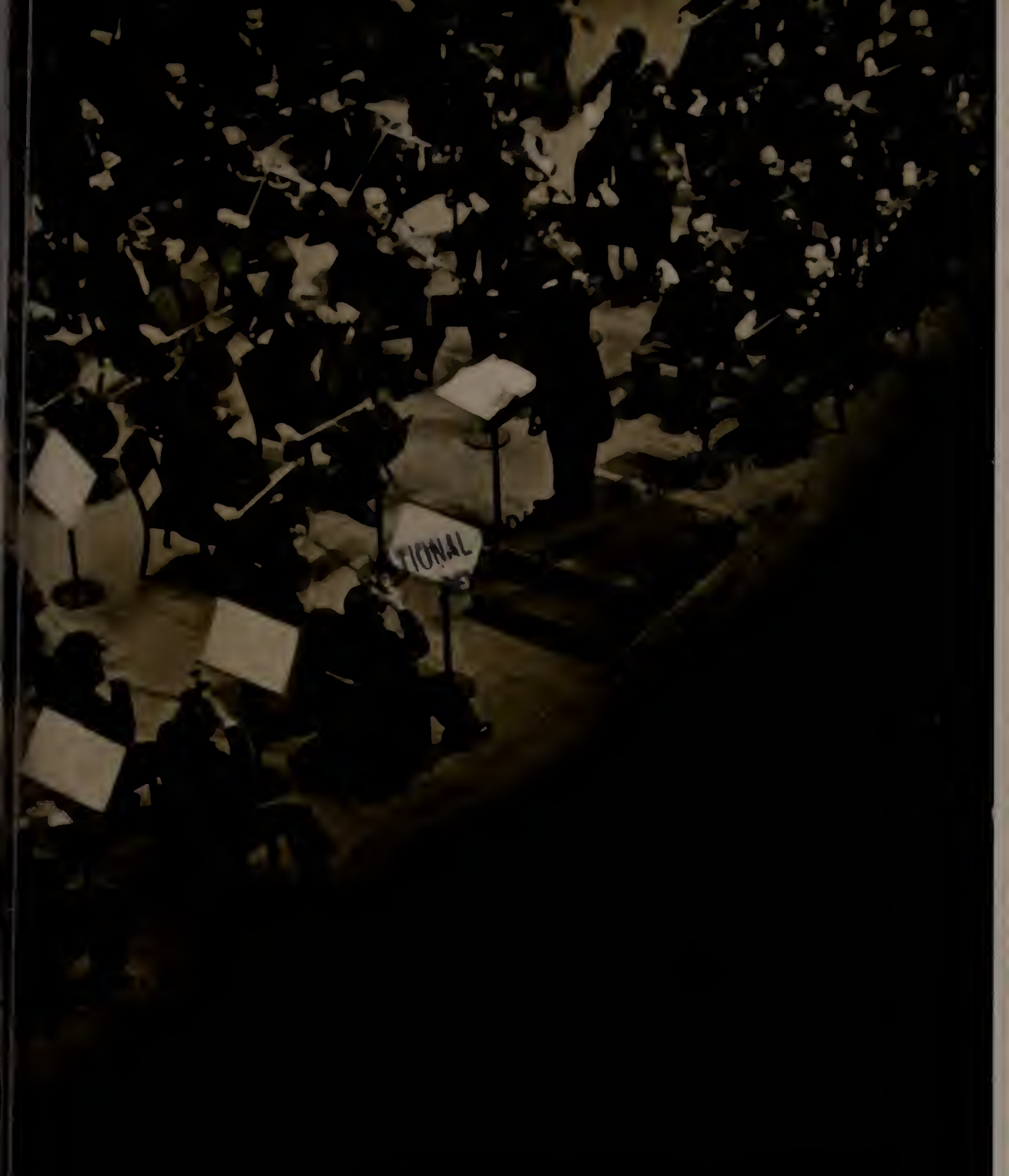

The Philharmonic-Symphony Society of New York broadcasts a concert during its 100th anniversary season, its twelfth year on CBS.

CBS PROGRAM BOOK · DECEMBER, 1941

DECEMBER, 1941

THE COLUMBIA PROGRAM BOOK

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All time listed on the following pages is current New York time unless otherwise indicated.

AMERICAN OIL COMPANY *(176th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon., Wed., Fri. 6:00–6:10 p.m. 53 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(292nd Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra. Barry Wood, Margaret Whiting, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 109 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(243rd Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR & CO. *(43rd Week on CBS)* **Treat Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 50 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
ARMSTRONG CORK COMPANY *(9th Week on CBS)* **Armstrong's Theatre of Today** *Drama*	Saturday 12 noon–12:30 p.m. 105 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rug *Batten, Barton, Durstin & Osborn, Inc.*
BAYER COMPANY *(323rd Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
BISODOL COMPANY *(161st Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert, Inc.*
BOWEY'S, INC. *(132nd Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

CALIFORNIA FRUIT GROWERS EXCHANGE *(135th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 40 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPANA SALES COMPANY *(190th Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Friday 9:30–9:55 p.m. 53 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Campana Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
CAMPBELL SOUP COMPANY *(365th Week on CBS)* **Arkansas Traveler** starring Bob Burns	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 64 CBS stations ORIGINATES: KNX	Campbell's Soups *Ruthrauff & Ryan, Inc.*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 61 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
The Man I Married *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 57 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans Franco-American Macaroni and Spaghetti *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, Inc.*

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(161st Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 64 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, In*
CHRYSLER CORPORATION *(300th Week on CBS)* **Major Bowes' Original Amateur Hour**	Thursday 9:00–10:00 p.m. 84 CBS stations ORIGINATES: WABC	Plymouth, Dodge DeSoto, Chrysler *Ruthrauff & Ryan, In*
COCA-COLA COMPANY *(120th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:00 p.m. 115 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(308th Week on CBS)* **Guy Lombardo and His Orchestra** Popular Music	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 71 CBS stations 30 CBC stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shav *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products Crystal White *Ted Bates, Inc.*
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 79 CBS stations ORIGINATES: WABC	Concentrated Super Suds *Sherman & Marquette, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *Continued*		
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:00–4:15 p.m.* 53 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Elmer Davis *News*	Tues. thru Sun. 8:55–9:00 p.m. 90 CBS stations ORIGINATES: WABC	Palmolive Soap *Ward Wheelock Company*
CONTINENTAL BAKING CO., INC. *(361st Week on CBS)*		
Maudie's Diary with Mary Mason	Thursday 7:30–8:00 p.m. *Rebroadcast 11:30–12:00 mid.* 46 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake *Ted Bates, Inc.*
CURTISS CANDY COMPANY *(62nd Week on CBS)*		
News with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 39 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
DOUBLEMINT GUM *(494th Week on CBS)*		
Melody Ranch with Gene Autry *Western dramatic series*	Sunday 6:30–6:55 p.m. 72 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
+ELGIN NATIONAL WATCH CO. *(14th Week on CBS)*		
+Shirley Temple Time *Variety*	Friday 10:00–10:30 p.m. 75 CBS stations ORIGINATES: KNX	Elgin Watches *William Esty & Company, Inc.*
EMERSON DRUG COMPANY *(83rd Week on CBS)*		
Vox Pop with Parks and Wally *Quiz*	Monday 8:00–8:30 p.m. 74 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(114th Week on CBS)*		
Take It or Leave it with Bob Hawk, MC; David Ross *Quiz*	Sunday 10:00–10:30 p.m. 73 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*

+ *Program or client not listed in CBS Program Book for November.*

Talent and Program	Time	Product and Agency
FORD MOTOR COMPANY *(399th Week on CBS)*	Sunday 9:00–10:00 p.m. 59 CBS stations ORIGINATES: WJR	Ford motor cars, trucks, and tractors Mercury Lincoln *McCann-Erickson, Inc*
Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors and soloists *With Talks by W. J. Cameron*		
GENERAL FOODS CORPORATION *(341st Week on CBS)*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 68 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc*
We, the People with Eddie Dowling *Real-life experiences*		
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 91 CBS stations ORIGINATES: WABC	Grape Nuts, Grape Nuts Flakes *Young & Rubicam, Inc*
William L. Shirer *News*	Sunday 5:45–6:00 p.m. 67 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc*
Kate Smith Speaks; News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 79 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc* Diamond Crystal Salt *Benton & Bowles, Inc.*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *6:00–6:15 p.m.* 75 CBS stations ORIGINATES: WABC	La France Satina Postum *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast* *7:15–7:30 p.m.* 85 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 51 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*

GENERAL MILLS, INC. *(393rd Week on CBS)*	Mon. thru Fri. 9:45–10:00 a.m. *Rebroadcast* *11:45–12 noon* 39 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Stories America Loves *Drama*		
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Bisquick *Blackett-Sample-Hummert, Inc.*
GULF OIL CORPORATION *(408th Week on CBS)*	Sunday 7:30–8:00 p.m. 80 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's orchestra, John Hiestand		
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY *(119th Week on CBS)*	Friday 9:55–10:00 p.m. 53 CBS stations ORIGINATES: KNX	Kleenex *Lord & Thomas*
Ginny Simms *Songs*		
INTERNATIONAL SILVER COMPANY *(195th Week on CBS)*	Sunday 6:00–6:30 p.m. 56 CBS stations 32 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars		
IRONIZED YEAST CO., INC. *(119th Week on CBS)*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*
Are You a Missing Heir? *Drama*		
A Helping Hand *Drama*	Mon. thru Fri. 3:00–3:15 p.m. 4 CBS stations ORIGINATES: WABC	

JOHNS-MANVILLE CORPORATION *(18th Week on CBS)* **Frazier Hunt** *News*	Mon. thru Fri. 6:10–6:15 p.m. 24 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(35th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Saturday 11:30–11:45 a.m. *Rebroadcast* *1:30–1:45 p.m.* 58 CBS stations Tuesday 6:15–6:30 p.m. 65 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(461st Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. and Tues. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Kolynos *Blackett-Sample-Hummert, Inc.*
LADY ESTHER, LTD. *(417th Week on CBS)* **Lady Esther Presents Orson Welles** *Variety*	Monday 10:00–10:30 p.m. 63 CBS stations ORIGINATES: KNX	Face Powder, Face Cream Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(331st Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 68 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Hollywood Premiere with Louella Parsons and guest stars *Drama* (Resumes January 2)	Friday 10:00–10:30 p.m. 71 CBS stations ORIGINATES: KNX	Lifebuoy Health Soap *William Esty & Company, Inc.*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *9:30–10:00 p.m.* 72 CBS stations 31 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. 59 CBS stations ORIGINATES: WABC	Lifebuoy Health Soap *William Esty & Company, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 24 CBS stations ORIGINATES: WABC	Silver Dust *Batten, Barton, Durstine & Osborn, Inc.*

LEVER BROTHERS COMPANY *Continued*		
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast* *2:15–2:30 p.m.* 62 CBS stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(475th Week on CBS)*		
Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires	Tues., Wed., Thurs. 10:00–10:15 p.m. 99 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
THOMAS J. LIPTON, INC. *(48th Week on CBS)*		
Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra	Sunday 8:00–8:30 p.m. *Rebroadcast* *10:30–11:00 p.m.* 79 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 10 CBS stations ORIGINATES: WABC	Lipton's Tea and Lipton's Continental Soup Mix *Young & Rubicam, Inc.*
LUXOR, LTD. *(43rd Week on CBS)*		
Wayne King and His Orchestra *Music*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WBBM	Luxor Products *Lord & Thomas*
+MACFADDEN PUBLICATIONS, INC. *(294th Week on CBS)*		
+Paul Sullivan Reviews the News	Tues., Thurs. 6:00–6:10 p.m. 18 CBS stations ORIGINATES: WABC	Liberty Magazine *Erwin Wasey & Company, Inc.*
MAGAZINE REPEATING RAZOR COMPANY *(27th Week on CBS)*		
Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, Eddie Green, John Kirby's Band, guest stars	Thursday 8:30–8:55 p.m. *Rebroadcast* *12 mid.–12:25 a.m.* 61 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
+C. F. MUELLER COMPANY *(121st Week on CBS)*		
+Mark Hawley and the News	Wed., Thurs., Fri. 4:45–5:00 p.m. 11 CBS stations ORIGINATES: WABC	Macaroni Products *Maxon, Inc.*

+Program or client not listed in CBS Program Book for November.

PACIFIC COAST BORAX CO. *(22nd Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 58 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes *McCann-Erickson, Inc.*
PET MILK SALES CORPORATION *(420th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 55 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 64 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(278th Week on CBS)* **The Philip Morris Playhouse** Directed by Charles Martin with guest stars and Ray Bloch's Orchestra *Dramas*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 93 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, Inc.*
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 68 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(371st Week on CBS)* **The Story of Mary Marlin** *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. 20 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles, Inc.*
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 35 CBS stations	Duz *Compton Advertising, Inc.*
	7 CBS stations ORIGINATES: WABC	Dreft *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 34 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued*		
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 48 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 51 CBS stations 25 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert, Inc.*
Right to Happiness *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(131st Week on CBS)*	Sunday 5:00–5:45 p.m. 59 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, Ross Graham, and a chorus of mixed voices		
R. J. REYNOLDS TOBACCO COMPANY *(448th Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 80 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
Al Pearce and His Gang with Artie Auerbach, Andy Devine, Lou Bring's Orchestra and guests *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 100 CBS stations ORIGINATES: KNX	
SPEARMINT GUM *(493rd Week on CBS)*	Sunday 6:55–7:15 p.m. 69 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Dear Mom with John Walsh, Dolph Nelson, Marvin Mueller and Eloise Kummer *Drama*		
+Scattergood Baines *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 76 CBS stations ORIGINATES: WBBM	

+ *Program or client not listed in CBS Program Book for November.*

E. R. SQUIBB & SONS *(74th Week on CBS)* **Golden Treasury of Song** starring Frank Parker *Music and poetry*	Mon., Wed., Fri. 6:30–6:45 p.m. 49 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(236th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 85 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(340th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 62 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
VICK CHEMICAL COMPANY *(116th Week on CBS)* **News For Women** with Andre Baruch	Mon. thru Fri. 3:15–3:30 p.m. 5 CBS stations ORIGINATES: WABC	Vicks VapoRub Vicks Va-tro-nol *Morse International, Inc.*
ALBERS MILLING CO. *(35th Week on CBS)* **Whodunit** *Audience participation*	Thursday 7:30–8:00 p.m. PST ORIGINATES: KNX	Albers Flapjack Flour *Lord & Thomas*
AMERICAN CHICLE COMPANY *(39th Week on CBS)* **By the Way** with Bill Henry	Tuesday 7:45–8:00 p.m. PST Thursday 7:15–7:30 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
BATHASWEET CORPORATION *(113th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*

COLUMBIA PACIFIC NETWORK

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
COLONIAL DAMES, INC. *(104th Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 9:55–10:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
GENERAL FOODS CORPORATION *(341st Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PST ORIGINATES: KNX	Walter Baker's Chocolate and Cocoa *Benton & Bowles, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(49th Week on CBS)* **I Was There** *News dramatizations*	Sunday 8:30–9:00 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
Pigskin Preview with Sam Hayes	Wednesday 6:15–6:30 p.m. PST ORIGINATES: KNX	
RICHARD HUDNUT *(101st Week on CBS)* **Hollywood Showcase**	Monday 9:30–10:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
LOS ANGELES SOAP COMPANY *(113th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MACFADDEN PUBLICATIONS, INC. *(294th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Liberty Magazine *Erwin Wasey & Co.*
NESTLE'S MILK PRODUCTS, INC. *(11th Week on CBS)* **Bob Garred Reporting** *News*	Tuesday 5:45–5:55 p.m. PST ORIGINATES: KNX	Alpine Coffee *Leon Livingstone Advertising Agency*
William Winter *News analyst*	Saturday 7:45–8:00 a.m. PST ORIGINATES: KSFO	
PETER PAUL, INC. *(73rd Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*

	Client and Program	Time	Product and Agency
COLUMBIA PACIFIC NETWORK *Continued*	**PLANTERS NUT AND CHOCOLATE COMPANY** *(61st Week on CBS)* **What's On Your Mind?**	Friday 6:00–6:30 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan C*
	SMITH BROTHERS *(81st Week on CBS)* **William Winter** *News analyst*	Mon., Wed., Sat. 8:55–9:00 p.m. PST Sunday 8:25–8:30 p.m. PST ORIGINATES: KSFO	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
	SOIL OFF MANUFACTURING COMPANY *(44th Week on CBS)* **Bob Garred Reporting** *News*	Thursday 5:45–5:55 p.m. ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency, In*
COLUMBIA CALIFORNIA NETWORK	**BEKINS VAN AND STORAGE CO.** *(11th Week on CBS)* **Bill Henry** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PST ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	BREAKFAST CLUB COFFEE, INC. *(48th Week on CBS)* **Voice of Friendship** with Rita Murray	Tues., Thurs. 8:00–8:15 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*
	+**EAGLE OIL & REFINING CO., INC.** *(4th Week on CBS)* +**The World Today**	Sunday 11:30 a.m.–12 noon PST ORIGINATES: KNX	Golden Eagle Gasoline *General Advertising Agency, Inc.*
	LUDEN'S, INC. *(69th Week on CBS)* **Dave Lane** *Songs*	Tuesday 9:55–10:00 p.m. PST Thursday 9:25–9:30 p.m. PST ORIGINATES: KNX	Menthol Cough Drops *J. M. Mathes, Inc.*
	SEASIDE OIL COMPANY *(34th Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 5:30–5:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil *The McCarty Company*
	UNION OIL COMPANY *(53rd Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PST ORIGINATES: KNX	Gas and Oil *Lord & Thomas*

+ *Program or client not listed in CBS Program Book for November.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN CHICLE COMPANY* *(66th Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:01:30 a.m.	Chiclets and Dentyne *Badger, Browning & Hersey, Inc.*
B.C. REMEDY COMPANY *(13th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	B.C. *Charles W. Hoyt & Co., Inc.*
BOOK HOUSE FOR CHILDREN *(31st Week on WABC)* **Woman's Page of The Air** with Adelaide Hawley *Participations*	Friday 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
BOSCO COMPANY *(52nd Week on WABC)* **The World Today**	Tues., Thurs. 6:45–7:00 p.m.	Bosco Milk Amplifier *Kenyon & Eckhardt, Inc.*
BULOVA WATCH COMPANY *(641st Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED* *(22nd Week on WABC)* **The World Today**	Mon., Wed., Fri. 6:45–7:00 p.m.	Vaseline Preparations *McCann-Erickson, Inc.*
DREZMA, INC. *(57th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs., Sat. 8:25–8:30 a.m. Tues., Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Blaine-Thompson Co., Inc.*
GRIFFIN MANUFACTURING CO., INC.* *(12th Week on WABC)* **Arthur Godfrey** *Participations*	Tues., Thurs., Sat. 7:00–7:30 a.m.	Shoe Polish, Whitener, and Dressing *Bermingham, Castleman, and Pierce, Inc.*

* *In addition to number of weeks in which the client has used CBS Network facilities.*
† *Program or client not listed in CBS Program Book for November.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GROVE LABORATORIES, INC. *(31st Week on WABC)* **Odd Side of the News**	Mon., Wed., Fri. 8:25–8:30 a.m.	Bromo-Quinine Cold Tablets *J. Walter Thompson Co., Inc.*
+ILLINOIS MEAT COMPANY *(5th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 6:30–6:55 a.m.	Broadcast Brand Canned Meats *Arthur Meyerhoff & C*
KRUG BAKING COMPANY *(102nd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. thru Fri. 8:45–9:00 a.m.	Bakery Products and Coffee *Elmer L. Cline*
+V. LA ROSA & SONS, INC. *(2nd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Wed., Thurs., Fri. 8:45–9:00 a.m.	La Rosa "Grade A" Macaroni Products *M. H. Hackett, Inc.*
P. LORILLARD COMPANY* *(21st Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Old Gold Cigarettes *J. Walter Thompson Co., Inc.*
LUDEN'S, INC. *(27th Week on WABC)* **The World Today**	Saturday 6:45–7:00 p.m.	"Luden's Menthol" Cough Drops *J. M. Mathes, Inc.*
MARYLAND PHARMACEUTICAL CO. *(35th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues., Thurs., Sat. 8:45–9:00 a.m.	Rem and Rel *The Joseph Katz Co.*
MELVILLE SHOE COMPANY *(159th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
JOHN MORRELL AND COMPANY *(16th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Tues., Thurs., Sat. 8:30–8:45 a.m.	E-Z Cut Ham *Henri, Hurst and McDonald, Inc.*

** In addition to number of weeks in which the client has used CBS Network facilities*
+ Program or client not listed in CBS Program Book for November

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
NEW YORK STATE BUREAU OF MILK PUBLICITY *(38th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. and Wed. 8:45–9:00 a.m.	Milk and Milk Products *J. M. Mathes, Inc.*
NOXZEMA CHEMICAL CO., INC.* *(30th Week on WABC)* **Battle of the Boroughs** *Quiz*	Saturday 9:45–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan, Inc.*
PEPSI-COLA COMPANY* *(71st Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell-Emmett, Inc.*
QUAKER OATS COMPANY* *(50th Week on WABC)* **The Aunt Jemima Program**	Mon. thru Sat. 8:15–8:20 a.m.	Aunt Jemima Pancake Flour *Sherman K. Ellis & Co., Inc.*
SELECT THEATRES CORP. *(65th Week on WABC)* **Announcement**	Mon., Wed., Fri. 11:58:50 p.m.–12 mid.	"Hellzapoppin" *Blaine-Thompson Co., Inc.*
SMITH BROTHERS* *(19th Week on WABC)* **Arthur Godfrey** **Afternoon News**	Mon., Wed., Fri. 7:30–7:45 a.m. Mon., Wed., Fri. 3:55–4:00 p.m.	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
SOCONY-VACUUM OIL CO., INC.* *(18th Week on WABC)* **News** with Mark Hawley	Mon. thru Sat. 10:45–11:00 p.m.	Gasoline, Oil and Specialties *J. Stirling Getchell, Inc.*
WASTE PAPER CONSUMING INDUSTRIES *(13th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Paper Conservation *Olian Advertising Co.*
WILSON AND COMPANY *(13th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Ideal Dog Food *U.S. Advertising Corp.*

** In addition to number of weeks in which the client has used CBS Network facilities.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 20*
2. DRAMATIC SERIES . . . . . *Page 21*
3. NATIONAL DEFENSE . . . . . *Page 21*
4. LIGHT ENTERTAINMENT . . . . . *Page 22*
5. SERIOUS MUSIC . . . . . *Page 23*
6. EDUCATIONAL PROGRAMS . . . . . *Page 24*
7. CHILDREN'S PROGRAMS . . . . . *Page 26*
8. PERSONALITIES . . . . . *Page 26*
9. RELIGIOUS BROADCASTS . . . . . *Page 27*

CBS SHORT WAVE BROADCASTS . . . . . *Page 28*

ADDENDA: NOVEMBER PROGRAMS . . . . . *Page 29*

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Bob Trout and Charles Collingwood from London; Howard K. Smith from Berlin; Larry Lesueur from Russia; Charles Barbe from Berne; Bernard Valery from Stockholm; Cecil Brown from Singapore; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; William Dunn in the Far East; Elmer Davis, Edward R. Murrow, Linton Wells, Major G. F. Eliot, William L. Shirer, Harry W. Flannery and John Charles Daly from New York; Albert Warner and Eric Sevareid from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:15–7:00 p.m., MONDAY THRU SATURDAY; 2:30–3:00 p.m., SUNDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 4:45 p.m., MONDAY THRU FRIDAY; 6:00 p.m., SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., MONDAY; 6:30–6:45 p.m., SATURDAY; Albert Warner, 6:00–6:10 p.m., TUESDAY AND THURSDAY; William L. Shirer, 6:15–6:30 p.m., THURSDAY.

(See also sponsored news programs.)

Headlines and Bylines

11:00–11:15 p.m.

EACH SUNDAY

In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe. Albert Warner describes the Washington scene, and Warren Sweeney reviews the week's news.

DRAMATIC SERIES

Columbia Workshop
8:00–8:30 p.m. to the West
10:30–11:00 p.m. to the East
EACH SUNDAY

The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor is producer.
DECEMBER 7: Howard Barnes directs "The Fish on the Bathroom Floor", by Thomas Collins.
DECEMBER 14: Earle McGill directs a special broadcast about the Bill of Rights.
DECEMBER 21: Charles Vanda directs his own Christmas play.
DECEMBER 28: Perry Lafferty directs "The Bus that Nobody Loved", by Maurice Dolbier.

Jones and I
10:30–11:00 a.m.
EACH SATURDAY

Here is a light and refreshing new addition to Columbia's Saturday morning dramatic schedule. The story revolves around the doings of a young couple, after the girl proposes marriage. Scott Farnworth doubles as author and male lead for the series. Stuart Buchanan directs.

NATIONAL DEFENSE

Report to the Nation
9:30–10:00 p.m.
EACH TUESDAY

This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is produced by Brewster Morgan.

Spirit of '41
2:00–2:30 p.m.
EACH SUNDAY

Broadcast in the interest of national defense, this new series singles out each week a unit of the Army, Navy or Marines, and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.

Calling Pan-America
6:00–6:30 p.m.
EACH SATURDAY

The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.	**NATIONAL DEFENSE**
Matinee at Meadowbrook 4:00–5:00 p.m. EACH SATURDAY	An hour jamboree of dance music for "young-minded" Columbia listeners, featuring the orchestras of Jimmy Dorsey, Johnny Long and Alvino Rey during December.	**LIGHT ENTERTAINMENT**
Burl Ives Coffee Club 10:00–10:30 a.m. EACH SATURDAY	Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Jerry Wayne, Louise Wilcher, Bobby Tucker and the Symphonettes.	
Renfro Valley Folks 3:30–3:45 p.m. MONDAY THRU FRIDAY	Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.	
Kay Thompson and Co. 11:05–11:30 a.m. EACH SATURDAY	This series presents Miss Thompson in a many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs the program.	
Sing Along 4:30–4:45 p.m. MONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.	
Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.	
Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for December: Blue Barron — Frankie Masters Cab Calloway — Vaughn Monroe Jimmy Dorsey — Alvino Rey Benny Goodman — Raymond Scott Harry James — Dick Stabile Guy Lombardo — Claude Thornhill	

New York Philharmonic-Symphony Orchestra
3:00–4:30 p.m.
EACH SUNDAY

The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During December, Artur Rodzinski and Dimitri Mitropoulos will conduct. Deems Taylor acts as intermission commentator.

Cleveland Orchestra
5:00–6:00 p.m.
EACH SATURDAY

This weekly series of symphony concerts is heard from Severance Hall in Cleveland. Programs will be conducted by Artur Rodzinski and Rudolph Ringwall.

Philharmonic Young People's Concert
3:45–4:45 p.m.
MONDAY, DECEMBER 15

The New York Philharmonic-Symphony Orchestra presents one concert a month especially for young people. Rudolph Ganz will be the conductor.

From Columbia's Concert Hall
4:00–4:30 p.m.
MONDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, operatic, vocal and chamber music works. It includes seldom-performed American works, orchestral and vocal excerpts from great operas, little-known concerti, and music and songs for small ensembles. The participating groups of artists vary:

MONDAYS: "Stars in the Orchestra", devoted to concerti and shorter solo works played by individual members of the Columbia Concert Orchestra, under Howard Barlow's direction.

TUESDAYS: "Milestones in American Music", comprising historic American compositions performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester.

WEDNESDAYS: "Songs of the Centuries", with songs of the masters sung by vocal soloists. Howard Barlow will conduct.

THURSDAYS: Cincinnati Conservatory of Music presents orchestral and chamber music ensembles with occasional choruses and vocalists.

FRIDAYS: "The Lyric Stage", with Howard Barlow directing orchestral excerpts from operas and ballets. Occasional soloists will be heard.

SERIOUS MUSIC

Columbia's American Music Festival
7:30–8:00 p.m.
EACH SATURDAY

Howard Barlow and the Columbia Concert Orchestra feature new scores by contemporary American composers.

Vera Brodsky
11:05–11:30 a.m.
EACH SUNDAY

This well known concert pianist returns to Columbia, playing the great piano works of the nineteenth and twentieth centuries.

From the Organ Loft
9:15–9:45 a.m.
EACH SUNDAY

Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman
STRINGFELLOW BARR
WILLIAM BENTON
HARRY WOODBURN CHASE
ROBERT I. GANNON, S.J.
ALVIN S. JOHNSON
HENRY R. LUCE
SPENCER MILLER, JR.
RUTH BRYAN ROHDE
THOMAS V. SMITH
WILLIAM ALLEN WHITE
RAY LYMAN WILBUR
JOSEPH H. WILLITS

School of the Air of the Americas
9:15–9:45 a.m.
(Eastern Time Zone)
2:30–2:55 p.m.
(Central Time Zone)
9:30–10:00 a.m.
(Mountain Time Zone)
1:30–2:00 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its thirteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*
DECEMBER 1: Automobile Workers.
DECEMBER 8: Weathermen.
DECEMBER 15: Makers of Books.

TUESDAYS—*Music of the Americas*
DECEMBER 2: Religious Music.
DECEMBER 9: Transportation.
DECEMBER 16: The Spirit of the City.

PROGRAM AND TIME	DESCRIPTION
School of the Air of the Americas *Continued*	WEDNESDAYS—*New Horizons: Lands of New World Neighbors* DECEMBER 3: Cradle of New World Freedom DECEMBER 10: Land of Vast Horizons. DECEMBER 17: Liberators of the South. THURSDAYS—*Tales from Far and Near* DECEMBER 4: The Story of San Martin. DECEMBER 11: Selected American Ballads. DECEMBER 18: Gay Madelon. FRIDAYS—*This Living World* DECEMBER 5: Propaganda. DECEMBER 12: Expenses of Democracy. DECEMBER 19: The Worker After the Defense Program.
Invitation to Learning 11:30–12:00 noon EACH SUNDAY	This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.
Columbia's Country Journal 3:00–3:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news, and interviews distinguished agricultural authorities and leaders.
Spotlight on Asia 3:45–3:55 p.m. EACH MONDAY	The aim of this series is to familiarize Americans with Far Eastern conditions. It is presented in cooperation with the American Council of the Institute of Pacific Relations.
What Freedom Means 3:45–3:55 p.m. EACH TUESDAY	Distinguished leaders in public life appear on this program and discuss the questions which are currently affecting the freedom of America and the World.
Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY	CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.
Highways to Health 3:45–3:55 p.m. EACH THURSDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.

PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS	
Americans Map the Skies 3:45–3:55 p.m. EACH FRIDAY	Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, traces the development of research by American astronomers in this series on popular astronomy.
Of Men and Books 2:00–2:30 p.m. EACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.
Adventures in Science 1:30–1:45 p.m. EACH SATURDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
CHILDREN'S PROGRAMS	
Let's Pretend 1:00–1:30 p.m. EACH SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.
PERSONALITIES	
The Old Dirt-Dobber 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.
Outdoors with Bob Edge 6:30–6:45 p.m. EACH TUESDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.
Juan Arvizu 10:30–10:45 p.m. MONDAY, TUESDAY, WEDNESDAY 1:45–2:00 p.m. SATURDAY	Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores del Rio.
Olga Coelho 10:30–10:45 p.m. FRIDAY AND SATURDAY	This internationally famous Brazilian singer and guitarist sings in English, Spanish, Portuguese, French, German, and Italian.

Church of the Air

10:00–10:30 a.m.

1:00–1:30 p.m.

EACH SUNDAY

The Church of the Air has completed its tenth consecutive year of Sunday morning and afternoon religious broadcasts. In December:

DECEMBER 7: *Morning:* Presbyterian Service.

Afternoon: Rev. Conrad I. McCoy, Director, Holy Mission on the Bowery, New York, N. Y.

DECEMBER 14: *Morning:* Rev. Wayland Zwayer, Emanuel Baptist Church, Brooklyn, N. Y.

Afternoon: Rabbi Julius Gordon, Shaare Emeth Temple, St. Louis, Missouri.

DECEMBER 21: *Morning:* Congregational Service.

Afternoon: Catholic Service, Vatican City, Italy.

DECEMBER 28: *Morning:* Very Rev. James P. De Wolf, Dean, Cathedral of St. John the Divine, New York, N. Y.

Afternoon: Unitarian Service.

Wings Over Jordan

10:30–11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty voices.

DECEMBER 7: Mrs. A. M. P. Strong, President of the National Congress of Colored Parents and Teachers, Marianna, Arkansas.

DECEMBER 14: Rev. F. C. Jenkins, Representative of the American Bible Society in the celebration of Universal Bible Sunday, Columbus, Ohio.

DECEMBER 21: Brigadier General Benjamin Davis, Washington, D. C.

DECEMBER 28: To Be Announced.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE

WCBX New York

News Broadcasts (WCBX)

News in English:
7:00–7:15 a.m., 12:30–12:45 p.m., 4:30–4:45 p.m.

News in Italian:
8:00–8:15 a.m., 12:00–12:15 p.m., 3:00–3:15 p.m.

News in German:
9:00–9:15 a.m., 1:00–1:15 p.m. 4:00–4:15 p.m.

News in French:
11:00–11:15 a.m., 2:00–2:15 p.m., 5:00–5:15 p.m.

News in Polish:
4:45–5:00 p.m.
DAILY INCLUDING SUNDAY

News in Polish:
1:45–2:00 p.m.

News in Dutch:
3:45–4:00 p.m.

News in Swedish:
1:30–1:45 p.m.

News in Serbo-Croatian:
4:15–4:30 p.m.
MONDAY THROUGH FRIDAY

Each day, from early morning to late afternoon, Columbia's international station, WCBX, directs a comprehensive schedule of news broadcasts to Europe. These are transmitted in eight languages—English, Italian, German, French, Polish, Dutch, Swedish, and Serbo-Croatian. CBS has set up a large international news staff, separate from the network, to prepare the news. At hand are all the news services and facilities available to the network itself. Among Columbia's European reporters are Mario Capelli, Italian editor; Field Horine, German editor; Beverly Thurman, French editor; Edward Kulikowski, Polish editor; Bernard Person, Dutch editor; Rosemay Barck, Swedish editor, and Vaso Trivanovitch, Serbo-Croatian editor.

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York

News Broadcasts (WCBX)

News in English:
6:30–6:45 p.m.

News in Spanish:
6:45–7:00 p.m., 10:00–10:15 p.m.

News in Portuguese:
7:15–7:30 p.m.
DAILY INCLUDING SUNDAY

Each evening, Columbia's international station, WCBX, directs its broadcasts to Latin America. News is transmitted in three languages—English, Spanish, and Portuguese. WCBX reporters include Roberto Unanue, Latin American news editor; Alberto Zalamea, Luiz Castaneda, Luis Correa, Luis Jatoba.

Hollywood News

In Spanish:
7:30–7:45 p.m. EACH MONDAY

In Portuguese:
8:30–8:45 p.m. EACH WEDNESDAY

Once each week, CBS presents the latest news of Hollywood. Luiz Castaneda is heard in Spanish and Luis Correa reports in Portuguese.

Carmen Castelo's Column

7:00–7:15 p.m.
EACH TUESDAY

Carmen Castelo reports the latest news and gossip along Broadway—of the theater, motion pictures, fashions and personalities.

Cultural News in Spanish

9:00–9:15 p.m.
EACH FRIDAY

A digest of cultural news of special interest to Latin American listeners is broadcast each Friday by José Santos Quijano.

ADDENDA: NOVEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of November programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

NOVEMBER 1: Philip F. LaFollette, former Governor of Wisconsin spoke from a meeting of America First Committee chapter chairmen in Washington, 10:15–10:45 p.m.

NOVEMBER 1: Dr. Jan Masaryk, Foreign Minister of the Czechoslovak Government in Exile, spoke in observance of Czechoslovakia Week, 11:00–11:15 p.m.

NOVEMBER 2: Norman Thomas, Socialist Party leader, maintained that "Repeal of the Neutrality Law Means War," 7:15–7:30 p.m.

NOVEMBER 4: Representative Claire E. Hoffman, Michigan Republican, spoke from Washington, 10:15–10:30 p.m.

NOVEMBER 5: Representative Emanuel Celler, New York Democrat, spoke from New York, 10:15–10:30 p.m.

NOVEMBER 5: Senator Robert A. Taft, Ohio Republican, discussed "Shall We Convoy to England," 11:00–11:15 p.m.

NOVEMBER 6: U. S. Assistant Attorney General Francis M. Shea and R. F. Downing, National Chairman, spoke under the auspices of the Committee for American-Irish Defense, 6:30–6:45 p.m.

NOVEMBER 6: W. Averell Harriman, head of America's mission on Russian war needs, spoke from New York, 10:15–10:30 p.m.

NOVEMBER 7: Senator Clyde L. Herring, Iowa Democrat, discussed changes in the Neutrality Act, 10:30–10:45 p.m.

NOVEMBER 8: John F. Finerty, National Chairman of the Keep America Out of War Congress, urged that we "Keep the Neutrality Act," 10:15–10:30 p.m.

NOVEMBER 9: Five women from various walks of life discussed "Women in a War-Torn World", under the auspices of the National Federation of Business and Professional Women's Clubs, 7:15–7:30 p.m.

NOVEMBER 10: Mrs. Wendell Willkie spoke for Young America Wants to Help, 3:30–3:45 p.m.

NOVEMBER 12: Dr. Evarts Graham, professor of surgery at Washington University in Saint Louis, discussed "The Doctor and the Defense Program," 3:15–3:30 p.m.

NOVEMBER 12: Walter F. Downey, Massachusetts Commissioner of Education; Gov. Leverett Saltonstall of Massachusetts and Lynn Starnbaugh, National Commander of the American Legion, talked on an American Education Week program, 10:15–10:30 p.m.

NOVEMBER 12: Representative Karl E. Mundt, Republican of South Dakota, spoke on "A Proposed American Course of Action," 11:00–11:15 p.m.

NOVEMBER 13: Mrs. Henry Morgenthau, Jr., wife of the Secretary of the Treasury, spoke in connection with Civilian Defense Week, 3:30–3:45 p.m.

NOVEMBER 14: The impact of the national emergency on the American motorist was portrayed in a dramatization called "These Motoring Days." This broadcast was under the auspices of the American Automobile Association, 3:30–3:45 p.m.

NOVEMBER 15: Fiorello H. LaGuardia, Mayor of New York, discussed civilian defense with Sir John Laurie, Lord Mayor of London, 1:45–2:00 p.m.

NOVEMBER 15: Paul V. McNutt, Federal Security Administrator, spoke on "Enlightened Morale," 10:15–10:30 p.m.

NOVEMBER 15: A panel discussion on "Education and Civilian Morale" was heard from Washington in connection with American Education Week, 10:30–10:45 p.m.

NOVEMBER 16: Paul V. McNutt, Director of the Office of Defense Health and Welfare Services, discussed defense activities, other than production, with Gov. Herbert R. O'Connor of Maryland, 7:15–7:30 p.m.

NOVEMBER 18: A special broadcast in connection with conventions of the Farmers Educational and Cooperative Union and the C.I.O. was carried, 10:15–10:30 p.m.

NOVEMBER 18: Wendell L. Willkie spoke on "A Better Understanding for Labor," 10:30–10:45 p.m.

NOVEMBER 19: Former President Herbert Hoover discussed "Shall We Send Armies to Europe?" in a talk before the Chicago Union League Club, 10:15–10:45 p.m.

NOVEMBER 21: Roger N. Baldwin, director of the American Civil Liberties Union considered "Liberty in the Shadow of War," 10:30–10:45 p.m.

NOVEMBER 22: Ralph Ingersoll, editor of the New York newspaper PM, broadcast a "Report on the Fighting Fronts Against Hitler," 10:15–10:30 p.m.

NOVEMBER 25: Senator Joseph C. O'Mahoney, Democrat of Wyoming, discussed "The Threat to Small Business Resulting from the Present Priorities Program," 10:15–10:30 p.m.

NOVEMBER 27: Dr. L. D. H. Weld, economist and research expert, was interviewed by Linton Wells, 6:30–6:45 p.m.

NOVEMBER 28: Mrs. Franklin D. Roosevelt, Mrs. John Winant and Mrs. Kermit Roosevelt, founder and national chairman of Young America Wants to Help, spoke under the auspices of that organization, 10:30–10:45 p.m.

NOVEMBER 29: Senator George D. Aiken of Vermont, Representative Jerry Voorhis of California and Murray D. Lincoln, president of the Cooperative League of the U.S.A., discussed "Building for a Saner World," 10:15–10:30 p.m.

SPECIAL EVENTS

NOVEMBER 1: The Army-Notre Dame football game was described by Ted Husing, 1:45–4:15 p.m. The Minnesota-Northwestern game was also carried, 4:00–5:30 p.m.

NOVEMBER 1: "Around Britain," a short-wave program of interview and description from five cities of the United Kingdom was presented, 4:30–5:00 p.m.

NOVEMBER 6: President Roosevelt addressed the International Labor Organization in a talk from the White House, 3:00–3:20 p.m.

NOVEMBER 6: Employees of the Martin Bomber factory near Baltimore discussed aircraft building with workers at the Halifax Bomber factory in England, 4:45–5:00 p.m.

NOVEMBER 8: Ted Husing covered the Navy-Notre Dame football game from Baltimore, 1:45–4:30 p.m. The Georgia-Florida game was also broadcast, 2:15–5:00 p.m.

NOVEMBER 10: Raymond Paige and his Young Americans supplied the music for a broadcast from the British-American Ambulance Corps benefit at Manhattan Center in New York, 11:00–11:30 p.m.

NOVEMBER 11: President Roosevelt spoke from Arlington National Cemetery in connection with the Armistice Day ceremonies of the American Legion, 10:59–11:30 a.m.

NOVEMBER 11: This Red Cross Roll Call broadcast included speeches by Vice-President Wallace; Secretary of War Stimson; Secretary of the Navy Knox; Sidney Hillman, associate director general of the O.P.M.; Norman H. Davis, President of the American Red Cross, and Edwin C. Hill, 10–11 p.m.

NOVEMBER 13: Fredric March and Edward M. Warburg, Chairman, were heard in connection with the 27th anniversary of the founding of the American Jewish Joint Distribution Committee, 6:30–6:45 p.m.

NOVEMBER 15: Ted Husing covered the Notre Dame-Northwestern football game at Evanston, 2:15–5:00 p.m.

NOVEMBER 16: Dr. Frank Black, Paul Muni, Raymond Massey, Lionel Barrymore, Ray Collins, Judith Anderson, Conrad Thibault and David Ross participated in a Red Cross Roll Call broadcast called "Narrative in Red and White," 1:30–2:30 p.m.

NOVEMBER 16: A special broadcast saluting the opening of the Guatemala National Fair was carried from Guatemala City, 11:15–11:30 p.m.

NOVEMBER 17–28: Eric Sevareid and William Slocum, Jr. covered the Army maneuvers from the Carolinas, Monday through Friday, 4:30–4:45 p.m. An extra broadcast was carried November 22, 10:30–10:45 p.m.

NOVEMBER 19, 24: Mel Allen covered basketball's Golden Jubilee tournament in Madison Square Garden, 11:00–11:15 p.m.

NOVEMBER 20: The David Lipscomb College Chapel Singers rendered a program of Thanksgiving Hymns, 9:15–9:45 a.m.

NOVEMBER 20: A Thanksgiving Dinner broadcast from a home in Southern Pines, N. C., where four army men were being entertained, was heard, 3:30–3:45 p.m.

NOVEMBER 21: Eight college newspaper editors, who attended the Associated Collegiate Press Association convention in St. Louis, conducted a round table discussion on the subject "Should College Students Be Drafted?", 3:30–3:55 p.m.

NOVEMBER 22: The Michigan-Ohio State football game was described by Ted Husing, 1:45–4:30 p.m. Also, the Wisconsin-Minnesota game was carried, 4:30–5:30 p.m.

NOVEMBER 23: Sumner Welles, Undersecretary of State, addressed the Inter-American Jewish Conference in Baltimore, 1:30–2:00 p.m.

NOVEMBER 23: John O'Neill, science editor of the New York Herald Tribune, Elmer Davis and Stevan Dohanos, designer of this year's Christmas seal, spoke in behalf of the National Tuberculosis Association's 35th Christmas Seal Campaign, 7:15–7:30 p.m.

NOVEMBER 26: In connection with the "Keep 'Em Flying Campaign," the factory-to-war flight of an American-built bomber was traced for listeners. Pick-ups were made from the U. S. Ferrying Command Headquarters in Washington and from airports in this country and in Canada, 10:15–10:45 p.m.

NOVEMBER 29: The Army-Navy football classic was covered at Philadelphia by Ted Husing, 1:15–4:00 p.m.

NOVEMBER 30: The Right Rev. William T. Manning, Protestant Episcopal Bishop of New York, delivered an address in connection with the dedication of the Cathedral of St. John the Divine in New York City, 7:15–7:30 p.m.

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